

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVIII. NEW YORK, MARCH 19, 1902. NO. 12.

You know what you are getting
when you buy advertising in the

PHILADELPHIA RECORD

We will furnish a sworn statement of circulation for any day or period of days any time our customers desire it. For 1901, the RECORD was the only Philadelphia morning paper which published its sworn circulation,

185,495 daily.

And the *Item* was the only evening paper to publish a detailed statement sworn to for 1901.

A wise advertiser does not dodge real circulation. The RECORD'S rate is twenty-five cents per line, daily or Sunday, subject to contract discounts.

New York,
185 World Building.

Advertising Manager,
Philadelphia.

Chicago,
1210 Boyce Building.

Birmingham, Ala.

is the great industrial center of the South. It makes the price of pig iron throughout the world. The factories and railway companies of the city and vicinity distribute

**Thirty Million Dollars
Annually in Wages**

Approximately the same that the United States Government pays its employees in Washington.

THE **BIRMINGHAM NEWS**

reaches these money-getting and money spending people thoroughly, having over

13,000 Sworn Daily Circulation

which is double that of any daily paper in its territory, and is the largest in the State. No better place to advertise than Birmingham. No medium so good as the NEWS.

**THE J. E. VAN DOREN SPECIAL AGENCY,
MANAGERS FOREIGN ADVERTISING DEPARTMENT,**

1103-1105 Boyce Building,
CHICAGO.

407-410 Temple Court,
NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVIII.

NEW YORK, MARCH 19, 1902.

NO. 12.

ADVERTISING WHITE LEG-HORNS.

The White Leghorn Poultry Yards, Waterville, N. Y., furnishes the following information concerning its advertising in poultry journals proper, as well as its experiments with general mediums in the effort to interest people who have never kept poultry.

"Our advertising is of two kinds, the first and more important of which is that in regular poultry mediums. Our ads appear in every poultry paper in the United States and Canada which has a circulation of 5,000 or more. In the mediums which have the largest circulation we take liberal spaces, using full pages several times during the year, principally in autumn, when the demand for stock is greatest, and in spring, when breeders are buying eggs for hatching. The first object of this advertising is publicity. We wish all readers of poultry papers to know that we have a farm devoted to the exclusive breeding of pure-bred single-comb white leghorns, and to convince intending purchasers that our stock is not surpassed by that of any breeder in the country. We enforce our arguments by reference to our record and the prizes we have won at exhibitions, as well as to the fact that we breed but one variety of fowl. Where more than one sort of bird is bred upon a farm the chances of in-breeding are very great, and purchasers are apt to get cross-bred stock. We take great precautions to avoid mistakes, using the most modern methods and employing only the most skillful experts in mating and rearing the growing chicks. We mate with scrupulous care to produce vigorous, healthy birds of large size, keeping to the pure leg-

horn type and striving toward the highest laying quality. We gain prestige from our superintendent, Mr. H. L. Roach, who is known among poultrymen everywhere as one of the best experts in America. He came to us from the Cornell University experimental station, and is now carrying out at our farm a series of experiments for the State of New York to determine the cost food value of winter eggs. We have an auxiliary department, which furnishes the poultry journals with information concerning such experiments and other interesting work that we are now doing. We find this 'press notice' service of great value as a reinforcement to our advertising, for it gives it individuality. We also recognize the fact that poultrymen are much influenced by the kind of literature they receive, and we go to great pains to make our catalogue thoroughly reliable and artistic. It is gotten out by Barnes, Crosby & Co., Chicago, is printed upon the best of stock, and goes far toward realizing our ideal—to have the finest poultry catalogue published.

"This branch of our advertising reaches people who are interested in poultry, of course. Many of them are favorably biased toward the white leghorn breed. We try to persuade admirers of other standard breeds that ours is best, laying stress upon its beauty and laying capacity. We have adopted a sort of slogan which we use to identify our own variety—'The breed that lays is the breed that pays'—and this catch phrase appears upon every bit of advertising that we put out.

"Our second method of advertising is now in the experimental stage—that in general mediums, such as *Munsey's*, *Woman's Home Companion* and the *Christian Her-*

ald. It is too early as yet for us to determine what success we will meet with in this field. We aim to reach parties who wish to start raising poultry, and when we have interested them we offer our services at a nominal rate, as well as an incubator, brooder and stock for a small beginning. We give them a year's instruction and the benefit of our best knowledge and experience. We feel confident of the future of this plan, because we know that it is perfectly feasible for any one following our methods to build up a profitable poultry business. The class we want to reach is that whose business is in the large cities, but who live in the suburbs and have a plot of ground. Not many of them care to enter the business as a means of livelihood, but are fond of poultry and wish to produce their own eggs and chickens. We show them how to do it, and argue that we can put them into the way of a healthful, pleasant, outdoor occupation, which, with intelligent management, will yield a reasonable profit upon the amount they invest and keep their families supplied with strictly fresh eggs and home fed poultry. The fact that such luxuries are expensive and hard to obtain at certain seasons of the year makes good argumentative material for ads and advertising literature. All inquiries from these ads and from all sources are given our personal, painstaking attention. Three stenographers are necessary to take care of our present correspondence, and, without being too bold, we follow up all inquiries and endeavor to get replies and business.

"We have also done a little advertising in the New York *Herald* and one or two metropolitan society papers to get customers for strictly fresh eggs. This publicity is intermittent, however, and is used only when we wish to take on a few more regular customers.

"Our advertising is done through the Chas. H. Fuller Agency. We thought it best to use the expert service of an agency in presenting our propositions in the best manner possible. We did not feel competent to do it our-

selves, for we use many mediums and have not time to attend to the many details."

SAVINGS BANK PUBLICITY.

The testimony given recently by an officer of one of Chicago's biggest savings banks, relative to the efficacy of newspaper advertising, should prove decidedly interesting to the officials of similar institutions throughout the country. In explaining the great increase in the bank's business, this official explained that it was due directly to judicious advertising.

He declared that thousands of persons had opened accounts in the bank who had never before saved a cent, simply because the advantages to be gained by having "a penny laid up for a rainy day" had been called to their attention through the columns of the newspapers.

There is nothing strange or unusual about a savings institution advertising in the daily newspapers, although it is not as prevalent as it should be, but it is not often that such advertisements are so worded as to attract particular notice.

As a general thing they simply contain the name of the institution, location, officers and a few other dry facts, and no effort is made to get out of the beaten track. It is taken for granted that everybody knows what a savings bank is, and they let it go at that.

Of course everybody knows what a savings bank is. They likewise know the general character of the dry goods store and the grocery store. The proprietors of the latter, however, do not take these things for granted. They do not stop with the announcement that they keep dry goods and groceries. They seek to attract attention and they do it by the recital of interesting facts.

This is what the savings institution should do, but generally does not do. Instead of filling a given amount of space in the columns of a newspaper with a lot of stale facts, if a few catchy phrases were used they would be seen and appreciated.

Satisfaction
and profit
are derived
from advertising in

THE SUN

Ask THE SUN's
advertisers about
their experience,
or test it for
actual results.

Address
THE SUN, NEW YORK.

THE DEAD MAN IN SPRUCE STREET.



Since the publication of the picture of a fat man supposed to have met his death in the elevator maintained by the American Tract Society in the Spruce street sidewalk, that society has caused the abyss to be fenced in with a fragile sort of railing that might serve to keep a fat man or woman from sliding into the yawning chasm, but it is so high above the sidewalk that a child or a slim man would still go under and into the abyss if unfortunate enough to slip on the often icy or sloppy incline. One thing passengers have occasion to be thankful for is the practice of the Tract Society of filling up the sidewalk with ash cans and other debris, thereby compelling the pedestrians to take to the middle of the street, where the walking is comparatively safe.

Some years ago the advertisement printed below was given several insertions in PRINTERS' INK, but no one was found willing and competent to undertake the mission.

WANTED—A missionary to labor with the American Tract Society—after that Society has overhauled its elevator system, with a view of postponing a fifth catastrophe—and induce the Society to look at the death trap it at present maintains in its Spruce street sidewalk. In the summer time, when the pit is not open, its cavernous mouth is veiled with an iron grating so poorly constructed and so warped out of shape that it is almost a miracle that some woman or girl employed in the neighborhood has not yet broken or dislocated a leg by slipping through. All protests have been unavailing for a correction of the evil. A suitable salary will be paid to a good man who will attempt this missionary work and influence this great Society to reform its evil ways. Address, with references, PRINTERS' INK, 10 Spruce street, New York.

The recent death of Michael Beresford in this dangerous pit calls attention anew to the dangerous place.

Mr. Perry Lukens, Jr., special agent for the Pittsburg *Times* and several other first-class papers, says that whenever he comes down

to the office of PRINTERS' INK and finds the Tract Society's death trap open it makes him shudder. The word he used was "shy," but being reminded that that was a poker phrase, he adopted shudder, and is prepared to stand by it. Sometimes, he says, after passing the death trap he has felt compelled to go into Lipton's place in the *Times* building to get something to quiet his nerves.

PICTURES—PERENNIALLY POTENT.

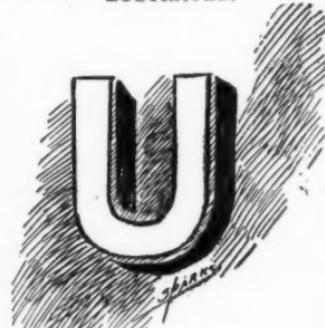
Mr. Card Writer, become a collector of all descriptions of colored posters. Highly colored lithographs coming as advertisements for various descriptions of food products, backs of color-printed calendars, theatrical advertising matter and many other fields will afford you a source of supply. In using colored pictures as a central idea in the show card, select the one which you think best adapted to the reading matter of the card and which is most attractive. Then map out your card in such a way as to give plenty of room for the wording. A board should be used that is in contrast with the leading colors in the picture. A dark green board will serve as a background for many of the leading colors, and is one of the best boards ordinarily for a background.—*Hardware Trade*.

THE TRADE JOURNAL.

Individuality in journalism has attained its most surprising results in trade papers. People are seeking more technical information, and while they skim hurriedly over the great dailies for the news of the world, they study the technical paper for more vital references to their own immediate business and concerns.—Charles H. Bergstresser, *Wall Street Journal*.

ONE man's money is as good as another's, irrespective of class—plain facts appeal to the sense of all.—*White's Sayings*.

ADVERTISING EXPRESSION ILLUSTRATED.



AN OPEN LETTER.

Every Week, *almost* Every Day

**THE SAN FRANCISCO
CALL**



prints more inches
of displayed local
advertising than
any San Francisco
morning paper.
*That's because it
brings Results.*

JOHN D. SPRECKELS, Proprietor

Some Eastern Advertisers know a good thing when they find it. Read these 1901 comments:

C. A. RUCKER, Swift Specific Co.
—“Our first principle is, by investigation to select such mediums as we believe will reach the people and draw trade, then, if the price is in keeping with their strength,

we do not hesitate to close contracts. The CALL has satisfied me in all these directions.” Mr. Rucker closed a two years’ contract with the CALL.

JOHN LEE MAHIN.—“I am glad to note that the CALL makes a sworn detailed statement of its circulation, and that it offers every facility to advertiser and advertising agent to verify its claims in every particular. * * * I do not see how it is possible for the general advertiser to take up San Francisco and ignore the CALL.”

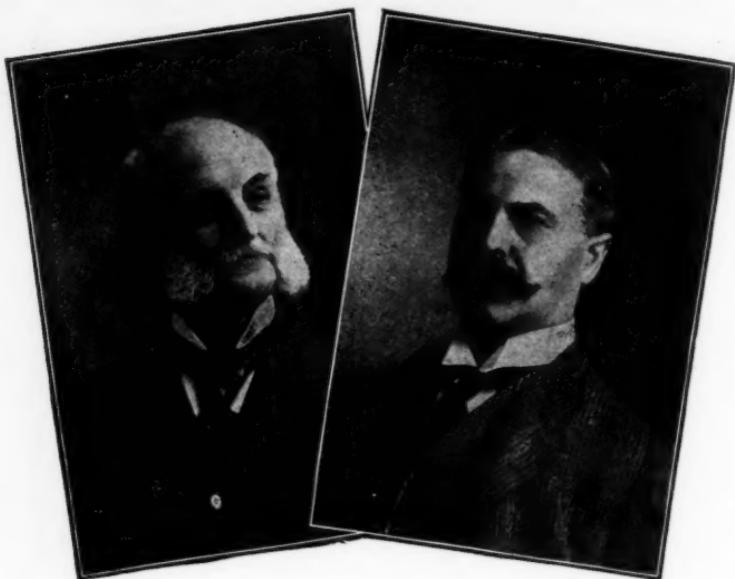
J. L. STACK—“Its drawing qualities have surprised me beyond expectation.”

Circulation guaranteed in excess of

60,000 Copies

Write for
Advertising
Rates

STEPHEN B. SMITH, 30 Tribune Bldg., New York
C. GEORGE KROGNESS, Marquette Bldg., Chicago
W. S. LEAKE, Manager, San Francisco



MESSRS. LORD & THOMAS, THE CHICAGO ADVERTISING AGENTS.

THE firm of Lord & Thomas was organized February 1, 1881. Mr. D. M. Lord, the senior member, has been in the advertising business since 1871, having been a member of three different firms—Sharp & Lord, Chandler, Lord & Co., and Lord, Brewster & Co.

Mr. A. L. Thomas came to Chicago from Boston, having been

with the advertising agency of T. C. Evans for ten years, prior to that having been connected with the Boston *Traveller*. To show that this connection has been an unusually successful one, it is the boast of the members of the firm that during the twenty-one years existence the partners have never had a quarrel.

JOURNALISM IN NORTH CAROLINA.

King's Weekly, published every Tuesday, Thursday and Saturday at Greenville, N. C., carries the following standing announcement:

Convinced, by circumstances and experience, that Geo P. Rowell & Co. are common enemies of the local weekly paper and considering their so-called, "American Newspaper Directory a fraud, all their requests for circulation statements etc., are contemptuously ignored.

At the convention of the Association of American Advertisers, held on January 29 and 30, at Delmonico's, New York City, the following resolution was passed unanimously:

It is the sense of this convention that the labor expended and the statistics obtained by the publishers of the American Newspaper Directory, during

the thirty-four years of its existence, have been invaluable to advertisers. It is believed that this Directory, more than any other, has kept before advertisers the fact that a correct knowledge of circulation is essential to the successful advertiser.

The following is an additional notice reprinted in every issue of *King's Weekly*:

Obituaries, angelic and transporting must come from friends or relatives and not exceed ten lines to be inserted gratis.

A man who gets out a paper three times a week and calls it a weekly, and spells "gratis" with two ts, is not likely to have a very good opinion of any one who shows an interest in the size of his edition. It is interesting to note, however, that the colored people in the Carolinas do keep alive newspapers of some sort.

Advertisers should consider only those newspapers that are known to pay, if success is expected to be gained by advertising.

A great deal depends on the writing of the ad, but the main feature of an advertiser's success depends upon his ability to select those newspapers that will produce results.

The Scripps-McRae League of newspapers—the Cleveland Press, the St. Louis Chronicle, the Cincinnati Post and the Covington (Ky.) Post--are among those newspapers that are *known* to pay advertisers.

Thirty-one and a half cents per line for over 314,000 bona fide circulation is more reasonable than offered by any other list of newspapers in the United States.

Remember, in Cincinnati it's the Post, in St. Louis it's the Chronicle, in Cleveland it's the Press, and in Covington, Ky., it's the Daily Post that gives advertisers more actual value for less money than any other newspaper in these respective cities.

The New York office of the Scripps-McRae League is in the Tribune Building, and the Chicago office is located in the Hartford Building, where rates and other information will be furnished upon application.

ADVERTISING FANCY BREEDS.

"The breeding of poultry may be considered a peculiar business. Its development has made it sufficiently important to have no less than fifty periodicals directly devoted to it, while many publications give a whole department to that branch. These fifty are scattered throughout the whole land, and in Canada there are a few more. I restrict myself to fancy grades, breeding none of the ordinary kind. But I also breed fancy pigeons, dogs, sheep and swine," said Mr. W. J. Stanton, of 56 Dey street, New York, to a PRINTERS' INK reporter. "I sell my stock entirely through advertising, for I consider exhibiting my stock at shows and fairs advertising, just as much as taking space in papers or sending out circulars.

"My business is very distinct from that of breeding the ordinary varieties. Common fowls are sold by weight—by the pound. Fancy grades, however, are sold by the piece—either one bird, or a pair, etc. Their price depends entirely upon how nearly they come to the standard of perfection. Laymen are usually thunderstruck when asking the price of a pair they may indicate.

"Advertising is the soul of my business. I have been in the business since boyhood, and when I started for myself, in 1876, I advertised the fact. My location then was 29 Church street, around the corner, now the site of the great Havemeyer building. But the business, then in its infancy, allowed of only moderate advertising outlay. There were but two or three poultry papers, and even then few cared to go outside of the narrow lines of these. My only departure was in a line of foreign dailies and weeklies. And these, which were South American, Mexican and West Indian publications, paid me promptly, largely and continually. I built up a splendid trade, for instance, in

Kingston, Jamaica. From the beginning the foreign and the domestic trade differed essentially. With foreigners the breeding of fancy fowls was a fad. People in all walks of life were among my domestic customers.

"Though the trade has developed enormously, there is one fundamental fact which has not changed and which is reflected strikingly even in the advertising done to-day in poultry breeding. This is that there are very few concerns of great magnitude.

"The fact, however, remains that though the volume of the business done is enormous, it is divided amongst a host of small breeders. This makes the trade largely local, and the advertising, even when the aggregate is large, small individually. You will notice in most of the poultry papers very few advertisements running to large space. But you will see a great many small advertisements. My own advertisements, which are much larger than those of the average dealer, run to about two inches single column displayed.

"I confine my advertising almost entirely to the poultry papers. If I did not, I think that I would be sure to have my trouble for my pains. For the public is not educated on poultry matters, and the dealer who went into general publications would find it absolutely essential to educate the public or he would be sure to lose. As I do not care to go to the trouble of the former, I continue on the lines which I have so long found efficient. I take my regular space in such trade papers as the *American Fancier*, of Johnstown, N. Y.; the *Feather*, of Washington, D. C.; the *Practical Poultryman and Star*, of Whitney Point, N. Y.; the *Homing Exchange*, of Vineland, N. J.; the *Pigeon News*, of Boston, Mass. You ask me about reading notices? I never buy them, and I get them very infrequently. But I believe they are more effective than even display advertisements. Reading notices are given less sparingly around show times. The prize winners are frequently mentioned, and even the daily papers in the

city at which the show may be held give such notices at these times. The more prominent the breeder the larger the notice.

"The poultry shows and county fairs are just as essential an advertisement for the successful poultry breeder as the trade papers are. In fact, these two forces are meant to and do supplement each other. There are no better means. Salesmen are not practical. If we had no shows or fairs there would be no way of building up a reputation and making comparisons with other breeders. No breeder shrinks from a show, and there are so many breeds of birds that there is room for all, even though the number is great. A man in order to succeed in poultry breeding must give it concentrated attention, and the details are so great that every fowl requires undivided attention.

"The poultry breeder usually follows county fairs and poultry shows from late summer until the next spring, exhibiting right along.

"I have not been exhibiting of late years, but this has not been to my disadvantage, for having been appointed an official judge on fancy breeds the prestige thus won has offset my disqualification. This judgeship is the best kind of an advertisement.

"To obtain customers among breeders and fanciers I find ordinary circularizing the best method. My advertisement appeals only to private customers. But with a good list of fanciers' names I have always found my circularizing pays. I make no attempt to get up fancy literature—no expensive printing and no striking wording. Simply a plain tale plainly told. My lists I consider the best to be obtained from any source, and yet they cost very little. I get the names from Rackham's Poultry Directory. That directory I have always found thoroughly reliable.

"I have tried advertising in the daily papers, simply as an experiment. I have found as a result that advertising fancy breeds of chickens in these mediums is an utter failure. It is impossible to get the public to appreciate their worth."

J. W. SCHWARTZ.



FARM JOURNAL

is an incubator
that hatches out

Golden Eggs

THE March number of FARM JOURNAL contains the ads of thirty different incubator manufacturers; and yet this is a new business, developed in the past ten years.

The incubator is to the poultry raiser what the typewriter and telephone are to the business man—it multiplies his producing power by 50 or 100.

The FARM JOURNAL multiplies selling power for advertisers in like proportion.

For poultry raisers there are many mediums, but there is only one FARM JOURNAL.

Get in the next issue, and stay in. Over 500,000 circulation. Summer rate, \$2.00 a line.

WILMER ATKINSON CO.

Publishers Farm Journal,



Philadelphia

HOW HE PUSHED THE SALE OF DUCKS.

There is a man in East New York, Brooklyn, who some years ago commenced to breed ducks. At first he bred only a few dozen, but gradually his business grew, and he had to look for an outlet for his birds. He took a most peculiar way to boom his product, keeping in view one point of his, viz., to get high prices.

He used to frequent a famous brewery in his neighborhood, and this brewery ran a restaurant as an adjunct to its beer garden. He first persuaded the proprietor to try some of his ducks, charging him only the regular market rates. The brewery had an excellent chef, the ducks were consequently well cooked and served, and they pleased the frequenters of the restaurant so much that the dish became popular and the fame of it spread afar. Presently the carefully concocted scheme began to work.

The occasional diner asked the waiter how it was that these ducks had such a distinctive and peculiarly pleasant flavor, and the waiter would reply that the ducks were specially fed for this restaurant. Many of the visitors would like to have the same duck for a home dish. Well, the price was certainly higher than that of ordinary ducks, but then these were *not* ordinary ducks, and the gastronomic enthusiast was often glad to take home a pair of them for family consumption.

In this way the fame of the ducks spread to the homes of Brooklynites, and soon the demand for them, in season, became so great that the supplies would often fail to meet it, but the breeder's neighbor had a shrewd notion to go into the same business, and another neighbor did the same, and the consequence was that duck raising in East New York became a very profitable business, and at the aforesaid brewery the bird was always considered one of the standard dishes. It has not been an unusual thing to cook and sell

a hundred brace of ducks in a single day in that restaurant, while the demand for ducks for home consumption would be three or four times that.

And the whole of the plan to boom these ducks was carried out without a single cent being spent in regular advertising. It might be said that, if they had been advertised well, they would have sold still better and would have paid for the cost of the publicity. The writer made this very remark to the duck breeder, and he smiled, looked wise, and said:

"Yes, but if I had advertised that I had the finest flavored ducks in the city for sale, who would have believed me? People do not believe one-tenth of the ads they read, and I think that is the advertiser's own fault. I went another way about achieving what I had in view, and though it took me three years to succeed, the success is permanent. I put the ducks where they could be daily tested, and said nothing at all about them. No remarks whatever were made by the restaurant proprietor, his chef or his waiters. We let the eating public smack its lips over the ducks, praise them and talk about them. The gradual advertising followed. More of the restaurant habitues tried the duck. Some of them liked it so well that they asked how they might have ducks for home consumption, and they were told that it was a special breed that cost more than the ordinary duck. They didn't much care about the difference in price. They paid it and enjoyed the ducks at home. In this way the birds became famous in every section of Brooklyn.

"Another thing let me remind you of. Advertising is a good thing—an excellent and very satisfactory thing—at times. But it not only lets the public know what you are doing but your competitors also. I know half a dozen men in this territory who would have started in advertising their ducks if I had publicly advertised mine. They would naturally think that if the publicity paid me it would pay them."



MR. HERMAN RIDDER,
OF THE NEW YORK "STAATS ZEITUNG."

From *Harper's Weekly*, by permission. Copyright, 1902, by Harper & Brothers.

NEW POULTRY CONDITIONS.

Signs of the times point to a new era in the selling of poultry and poultry supplies, and there are very good reasons why breeders and manufacturers of incubators should enter the general advertising field.

Poultry raising has interest for more people to-day than it has ever had before. Thousands of people in the cities of the United States are becoming interested in country and suburban homes. Young folks who are bred on farms still rush into the cities, but city dwellers—men and women who have lived in cities all their lives, and whose fathers and grandfathers lived in them—are showing anxiety to return to "the soil." Rapid transit has made it possible for city people of moderate means to live in suburbs, while increasing rents are making suburban homes imperative, even for the poor classes. Cities are becoming so large and crowded that their residents consider them only as workshops. Identity is lost in the masses that inhabit them, and in order to enjoy the society of his fellow men the urban resident has to become part of a smaller community. The man of family who makes from \$3,000 to \$10,000 a year lives in a village thirty miles away from his work, while the rich man is setting up farms, summer homes and country houses. This interest in country life is one of the healthiest signs of the times. Men of brain and education are going into farming and gardening with as much earnestness as they give to their business affairs. Magazines are full of articles upon nature study, country life and farming, while the "nature book" sells second only to the historical novel.

The first improvement of a suburban or country place is the garden. Immediately after it comes the poultry house and the flock of chickens or ducks. These are the natural steps in the rehabilitation of men and women whose forbears rushed to the cities. The poultryman, therefore, is very close to them.

Some one is going to prosper by catering to this class of people. They are intelligent. They read good magazines and papers. They have more money than the average audience which the general advertiser appeals to, and he would consider them an especially agreeable and profitable class to deal with. They are capable not only of comprehending advertising arguments of the best sort, but are farseeing enough to take hold of an incubator or a plan of poultry keeping that requires an investment of time and money before it brings results.

The poultry advertiser who cultivates this new field will have to cope with peculiar conditions. There are no mediums which will reach them as a class, for publishers have only begun to realize what a large body of their kind is waiting for special periodicals. *Country Life in America* is the first periodical which has taken them into account. When city folks get the itch for country life they take farm papers, send to the Agricultural Department for free bulletins and subscribe to the first poultry journal that is recommended. They have everything to learn about farming, gardening and the country. They are wholly at sea. No single medium treats their wants from their own standpoint. They are forced to pick up their information in scraps and clippings, and they pay preposterous prices for some of it. The poultry advertiser who wishes their business must deal in information. He must teach them the ins and outs of poultry raising, giving honest, helpful matter and back his breeds and his incubators with guarantees. He must help them conscientiously, relying upon the future for his return.

The problem of mediums is one that requires careful consideration and cautious experiment. They can be reached through most of the publications that go to the better classes of city people. Weeklies such as the *Outlook*, the *Literary Digest* and the *Independent* reach a larger percentage of them than any other sort of periodical, while the better monthlies will

doubtless include many in their millions of readers. Mail order papers, farm journals and the mediums which go to people in the small towns and the country are not desirable. They are read by people who are profitable to the poultry advertiser, but he must use matter of a different sort to get their business.

Large spaces will hardly pay in general mediums. The mainstay of the campaign must be follow-up matter. Good pictures, terse arguments and striking poultry facts must be used to gain attention and interest readers to the point of sending for booklets. These last must be written in a simple style, and must tell people who know nothing of poultry just how to begin poultry raising. A checking system must be used, and each inquiry kept track of. When a city man or a young couple begin to think of a country or suburban home they seldom abandon their plans. It may need years for them to realize their ambition, but they are continually planning, and the advertiser who keeps track of them will reap his reward sooner or later. The booklet that goes forward in answer to the first inquiry should be followed up with two or three folders and mailing cards. When it is certain that the inquirer is not ready to purchase, the advertiser can safely remain silent for a few months, filing the name away in his lists. Then another folder or two, announcing a new catalogue, booklet or proposition may be sent. The announcement method prevents waste of more valuable printed matter, for

it is advisable to send literature only to those who write for it.

The people who are to be cultivated know very little of country life. They are quick at grasping facts and principles. Matter written for them must include most of the information that every poultryman thinks too trivial to print. Few of them know that it takes three weeks to hatch chickens. They are a new force in the poultry world, and new methods must be used to interest them and secure their business.

KEEP RIGHT ON.

The first few advertisements may not bring many inquiries, but, like the foundations of a building, they are fulfilling their purpose, even if they don't make much of a showing. Keep right on building and you will have an edifice of more or less value, according to the building done. Keep right on advertising. Don't be discouraged because the foundations don't show up very much compared to what you expect the ultimate result to be. If the advertising is well done and in the right medium you are just as sure of having a well-built business as the builder is sure of having his house completed when the necessary expense and work are put into it.—*Electrical World and Engineer.*

"WHAT'S IN A NAME?"

"I believe that I may say that I was the first person to employ a chemist in connection with a blast furnace. He had to be made in Germany, too. We paid him the enormous sum of \$1,500 a year. Our competitor firm ridiculed our chemist. But we got a rich revenge. For one thing, there was the matter of ore. Ore was classified by name. If you have got a good name you can do almost anything and nobody will suspect you. Young men, bear that in mind. If you are in the hat business, for instance, and your hat has got a good name you can charge a dollar for the hat and a dollar for the name."

—Andrew Carnegie.

THE WASHINGTON SITUATION.

A carefully conducted canvass, recently made, demonstrated the fact that the *Evening Star* goes every day into fifteen thousand houses in Washington where no other daily paper published in that city is read, and it is taken regularly by more than fifteen thousand other residents, in addition.

This is more than double the circulation of any other paper within the city, and the potent fact established by the showing is that by an advertisement in the *Star* alone practically the whole population of Washington can be reached.

M. LEE STARKE, Representative,
Tribune Building,
NEW YORK.

Boyce Building,
CHICAGO.

"THE FOOL" IN ADVERTISING.

By *Joel Benton.*

In writing this title I am making no reference to the fool advertiser, who doubtless exists, and who can be classified in various species. What occurs to me, as justifying my caption, is the fact that the typical fool or clown has been lately put very strongly in evidence in pictures and placards used extensively for publicity promotion.

Now, the fool is a very useful person in many ways. The kings of England—notably Charles II—kept one at court, to enliven matters and to diminish the dullness of life. Shakespeare—with Falstaff, Touchstone and other characters suggesting levity and light-heartedness—wrought wonders of portrayal. His list of fools is really, if not quite as long as his serious figures of the plays, scarcely less famous. And they were employed to interest and to hold the attention of his audiences.

It is a long jump, to be sure, from Shakespeare to "Josh Billings," both in time and typically; yet "Josh" confesses that it was only when he crowned himself with his cap and bells that he gained public attention, which swelled eventually to enduring fame.

Perhaps it was a consideration of these things that has led a few advertisers, within a comparatively recent period, to invoke "the fool" in making their business appeals. The most conspicuous instance of this is, without a doubt, the one visible everywhere from car panels, house walls and hoardings, devised to make people see the immense worth of "Omega Oil." Whether something wiser-looking would have done as well for this purpose as the well-known vacuous boy and his hardly less vacuous geese, one cannot absolutely say. But every one who has eyes has certainly seen this strange combination, recurring over and over again, on small and large spaces, wherever he goes through this metropolis. The grouping, often with a pretentious

landscape background, is fairly rubbed into the memories of hundreds of thousands of possible purchasers—very many of whom, it is certain, must have been led by it to rub over themselves the oil it proclaims.

Perhaps if the figure, in place of "the fool," had been the full form of Daniel Webster, and the geese had been displaced by Webster's famous Marshfield cattle, as favorable a publicity might have been obtained. Or, if not Webster, some great man more in the present generation's mind. But, I am inclined to doubt it. We have had wisdom paraded often; but rarely if ever conspicuous idiocy. The advantage of "the fool" is that he and his geese, in this particular case, attract the children's eyes, who are sure to call their elders' attention to them; and nail into the memories of all the story of the thing so advertised. It is a picture, in fact, that goes home with everybody who once sees it—and everybody must see it.

Some food or grocery preparation, I believe, also had two or three idiotic boys on a paper placard, not very strongly printed, which I have only had a glimpse of, and therefore do not definitely remember. And besides this—which is an evident imitation—so far as the small figured boys go, I have lately noticed, on Broadway, not quite near enough to spell his legends or to know what he stands for, a street runner for some business dressed precisely like a circus clown. But this clown was apparently saying nothing, nor was he carrying anything less solemn than business expressions.

"The fool" in vogue so far is not, therefore, the real circus clown, no matter how he looks. But I don't see why he and the ring master—who in comparison with him is the real fool—should not be brought out. At least, something in the witty Falstaffian order might well be tried by some large firms of advertisers, in such a way as to exploit witty sayings and proverbs, which should in some sort connect themselves with the business story or moral which they wish to enforce.

THE ADVERTISING OF INCUBATORS.

Poultry breeders' advertising received its greatest impetus when Science first taught Nature the trick of artificial hatching. Up to that time the chicken market depended for its supply upon the convenience and whims of the hen. But the introduction of the incubator in its varied forms had the one important result of teaching the hen that she was not the only pebble on the beach, and, in fact, after her "little lay" was over, might be easily dispensed with. The different inventors of the various incubators commenced to advertise to reach the poultry breeders and farmers generally, and they were not at all "chicken hearted" in their publicity enterprises. "Wooden Hens," "Farmers' Friends," "Chicken Coaxers," etc., made their appearance all over the country, but they were chiefly advertised in the agricultural and farming periodicals.

"Make Hens Lay" was the caption of one of the best of these ads, in vogue fifteen years ago. But with the multiplication of the incubators came all sorts of advertising in all sorts of mediums, and presumably the business must have thrived, for some of those early ads are still to be found in the widest circulating country mediums to-day. As in almost all other branches of advertising, every one of these machines that is

ads, that they are being sold from leading industrial centers all over the country, and are not confined to any one town or section. More-



RUNS ITSELF! As simple
as a pencil writing sliver. You start it with
the PETALUMA INCUBATOR, and let it
rest. No worry. No loss. Hatches every fertile egg,
4 times. We pay the freight. Catalogue free.
Petaluma Incubator Co., Box 5, Petaluma, Calif.

over, the spaces widely differ in size, both in cheap and costly mediums. Each ad is invariably accompanied by a cut of the machine, and here a great similarity is perceptible. One remarkable fact among the incubator advertisements is that the price is rarely mentioned, and this looks like faulty advertising.

For a half-inch advertisement the following seems to say a good deal, and say all that is necessary. But it does not tell the price, and there is its flaw.

With four times the space, the Excelsior Incubator secures good display, tells a terse story and lets the interested reader know exactly what the machine will cost. This single item always saves a lot of unnecessary and unprofitable correspondence.

It is but natural to suppose that hatching machines would be advertised in all agricultural papers, but of late years the field has expanded, and some of the leading magazines, besides the largest circulating monthly periodicals, are regularly used to draw public attention to the various makes of incubators. No fewer than six distinct hatching machines are regularly advertised in the *Scientific American*, and this is rather surprising, although it is well known that this medium reaches large numbers of intelligent farmers throughout the world.

Science may be thanked for the fact that poultry is not so scarce as it would have been without the incubator, and the incubator is doubtless the recipient of many thanks from the publishers of the United States for supplying a profitable line of advertising.

The various makes of incubators now on the market are not often seen advertised in daily papers, but their ads appear in most country papers.

The WOODEN HEN

A high-class self-regulating incubator on a small scale. Fifty egg capacity. Heat, moisture and ventilation automatically and perfectly controlled. Price only \$6.50.

Send for the **Wooden Hen Book**; mailed free, together with a book about the EXCELSIOR INCUBATOR, to those who name this paper.

GEO. H. STAHL, Quincy, Illinois.

advertised is guaranteed to be "the best."

It is noticeable, in looking through a long list of incubator

All Poultry Advertisers Should Read It



LARGE edition of this issue of PRINTERS' INK is sent out as sample copies for the purpose of inviting new people to become readers of the paper, and also for the purpose of gaining additional advertising patronage. While the contents of the paper will stand or fall according to their merits or defects, it is deemed appropriate to quote here the following in support of the assertion why the Little Schoolmaster will prove a help to every business man :



PRINTERS' INK is the world's leading journal of advertising. It was the first journal that took advertising seriously. When its initial issue went forth, advertising was regarded merely as a phenomenon of business. To-day it is known to be the business itself.

In the actual work of planning, preparing and placing advertising, it gives the best opinions and practice of those who have been conspicuously successful. It prints many succinct interviews with leading advertisers, setting forth their methods, experiences, theories, advice and results in a manner that gives the widest range of application in one's own business. PRINTERS' INK is a thought-stimulator and thought-producer par excellence. It deals with the many phases of preparation of copy, the dressing of advertisements and other pertinent literature in attractive forms, the tracing of results and the afterwork of following them up and thus render all permanently profitable.



The Little Schoolmaster in the Art of Advertising



is not an empty title. The mass of information which PRINTERS' INK

has printed in its fourteen years of existence has had more direct bearing upon the development of publicity and business in the United States than any other single factor. It has established a place for itself that enables it to get and publish to-day the best current information in its field. The leading advertisers have contributed to its pages in the past—they are contributing in the present and will do so in the future. When new facts about advertising develop, they naturally drift to PRINTERS' INK, and its editorial staff has never failed of finding the keynote of the advertising progress of the day.



The thing most needed for the developing of this new force is definite knowledge about it. PRINTERS' INK has always been to the forefront in gathering and spreading such knowledge. It has always represented, and it still represents, more than ever, the best thought and endeavor of those men who are developing publicity.

PRINTERS' INK continually prints news of the minor details, short cuts and conveniences that are being evolved by thinking business men in all parts of the country, believing that real business progress is dependent very often upon a minute knowledge of such details.



 PRINTERS' INK is a successful paper. It is not only successful in teaching business men how to advertise, but a good part of its endeavor is devoted to teaching them how *not* to advertise. It is unbiased and impartial in publishing facts, figures and theories of any one who has found real light in advertising problems. It is not the organ of any medium. It stands for the development of all alike, as well as for the exposing of frauds that mask under the name of advertising. All legitimate, profitable forms of publicity receive equal treatment in its pages, and in no month does it fail of printing vital matter touching all mediums of advertising, be it newspapers, magazines, cars or outdoor displays. No medium is too great to be exposed in its weakness, nor is any too humble or too new to receive commendation if it is good. Its policy is to further "all advertising that advertises."

* * *

Advertising is a new force—almost an untried force as yet. Even the men who have made fortunes through it are generally willing to admit that they know little about it as an exact science.

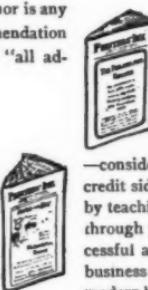
* * *

PRINTERS' INK has helped to make American advertising a national industry, and it is and will remain its ablest exponent.



It recognizes the part that advertising has played in giving the United States a foremost place in the world's trade, as well as the part it must play in enabling them to keep that place, and it loses no opportunity of dealing with this wider application of publicity.

 PRINTERS' INK is admittedly the representative journal of a new business force. It treats it from every side. There is no paper like it and never will be. It is an earnest seeker for the truths that belong to its particular work and field. It is a compact, bright, authoritative little weekly journal, that has more true, staunch friends and devoted readers than any other business publication in existence. It is the dean and peer of its class, continually on the hunt for the best methods of applying advertising to every business, and every business to advertising. No one in any way connected with either can fail to gather practical information, direct help and inspiration from its weekly pages.



* * *

It knows that publicity is but a wheel in a business—an important wheel, and in many businesses the most important, but still only a part depending upon other parts to do its work effectively. It tries to be as practical as possible—considering things from the debit and credit side. It endeavors to teach advertising by teaching its basic principles first. It knows, through years of practical experience, that successful advertising must be based upon good business management, and it gives therefore modern business principles a conspicuous place in its curriculum. It knows also that the larger number of those who fail to make advertising pay are victims of lack of foresight and judgment, and it therefore advises caution and wholesome conservatism.



* * *

Official statistics claim that about six hundred million dollars are now annually expended for advertising in the United States—PRINTERS' INK and its active years of developing tendencies have had the greatest influence in bringing this new industry to such a magnitude.

Published every Wednesday.

\$5.00 per year.

Sample Copies 10 cents.

Address, with check,

GEO. P. ROWELL & CO., *Publishers*,
10 Spruce Street, New York.

"THE GOLDEN DOZEN ☺☺."

From the Buffalo *Express* comes a copy of a little volume entitled "The Golden Dozen ☺☺"—a volume interesting both from the standpoint of typographical art and of information.

The book is the work of the Matthews-Northrup press; it is printed upon Ruisdael paper, bound in double red covers, embossed with a certain symbol in gold leaf and held by silken ties. It contains a portrait of the late J. N. Matthews, founder of the *Express*, and of the J. N. Matthews Company. The writer, Geo. E. Matthews, owner of the *Express*, apologizes for its typographical and mechanical opulence by saying, "I told my young men that no reasonable expense was too great to place before the American public the highest compliment that we ever received, especially when it came from the best authority."

The text of "The Golden Dozen" is made up of figures taken from the December issue of the American Newspaper Directory, and of Mr. Matthews' comment thereon, and the book takes its title from the gold symbols ☺☺, which in the key of the Directory are explained thus:

(☺☺) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ☺.—*Webster's Dictionary*.

Among the baker's dozen of American dailies of over 20,000 circulation accorded this symbol (now increased to fourteen by the addition of the New York *Sun*) the Buffalo *Express* holds an honored place. The other twelve are the New York *Herald*, *Times*, *Post* and *Tribune*, Chicago *Tribune*, Brooklyn *Eagle*, Boston *Transcript*, Philadelphia *Public Ledger*, Cincinnati *Enquirer*, Washington *Star*, Baltimore *Sun* and Milwaukee *Evening Wisconsin*. The book also gives lists of "notable American newspapers credited with circulations approximating ten per cent of the population of their places of publication" and of those which have less than ten per cent. Only the Buffalo Sun-

day *Express* and Washington *Star* appear in the former class.

In a chapter devoted to "Other Notable Newspapers and Some General Considerations" Mr. Matthews expresses the belief that there are many valuable advertising mediums among dailies which are not credited with 20,000 circulation by the American Newspaper Directory, and that "probably some of them have circulations larger than the American Newspaper Directory credits them with." He cites the two main objections put forth by publishers for withholding actual figures: "Truthful statements are liable to disadvantageous comparison when placed against unscrupulous ones, and, too, the high-class paper is likely to suffer by comparison with its competitor of lower grade when the bare figures alone are printed." He says that "the Buffalo *Express*, though it recognizes merit in these objections, does not think that it outweighs the advantages to be obtained by frankness. Therefore, it furnishes full reports. It believes that the system adopted by the American Newspaper Directory obviates, so far as possible, the injustices likely to occur in any groupings of different classes, and that it is better for the scrupulous publisher to furnish the full report. Injustice is likely to occur in the case of some of those who decline. The *Express* believes that the American Newspaper Directory endeavors honestly, and with great ability, to put the facts before its readers, but it does not believe that it is infallible. It thinks the Directory is much the most conservative and safe guide for the advertiser, but it believes that it sometimes makes mistakes in its estimates, and that some of the circulation statements which it has to accept are deceptive. The instances of such failures on its part are very rare, though, and as a whole the work is a monument of accuracy and intelligence."

In comparing Sunday editions he finds that, of thirty-two papers which have circulations exceeding 40,000, only three are accorded the gold symbol—the *Express*, New

York Herald and *Chicago Tribune*. The little book concludes with an interesting chapter upon the owners, officers and personals of the paper and of the Matthews-Northrup Works, which is closely identified with it. The Little Schoolmaster understands that a few more copies of "The Golden Dozen" remain from a considerable edition. All lovers of comparative newspaper figures interestingly and practically applied will find it worth while to send for a copy, while as for lovers of artistic printing—well, the Matthews-Northrup press is fully deserving of the gold quality symbol with which it has so aptly decorated the volume.

FAILURES IN MAIL ORDER BUSINESS.

In the papers devoted to the mail order trade, we are continually reading of the right way to success in this fascinating and highly profitable business.

A great many who attempt to enter the mail order business seem to have their mind concentrated upon one phase of the business only, and that is, that part where the mail is opened and the checks, money orders and coin withdrawn from the envelopes. All the other phases of the business—the preparation of the advertising literature, the long waiting for replies, the many vexations and delays incident to the business—all these are lost sight of in the beginner's unreasonable desire to "open the envelopes and take out the money." The part of the business which should come last of all, and then, only to those who had planned well, is thought of by these beginners the first thing, and the difficult parts are given thought only when they demand immediate attention. That is one cause of failure.

Another reason why so many fail is because they do not exercise more care in placing their first advertisement, for despite all the talk about the first ad being disappointing in returns, they expect, and with reason, to have some returns from their first ad, and when they hear nothing of it they conclude their fortune will not come to them as a mail order dealer, and so drop out. The way they go about advertising the first time is something like this. They see a certain paper advertised, and as the rates are 5 or 10 cents a line, they hurriedly write their ad any old way so long as it contains a certain number of words, and send it off to the paper, paying the publisher's full rates. It never occurs to them that they could save a few cents on that ad by having it placed through an advertising agent.

They have seen it stated in that paper's ad that the paper was read by 50,000 readers every month. Immediately they conclude that that paper has a subscription list of 50,000, and when they consider the low rates they

paid to get into it, they inwardly congratulate themselves upon their shrewdness, and wonder why other advertisers are so foolish as to advertise in any other paper at higher rates. They should remember that when a paper says it has 50,000 readers, it counts five readers to a paper, and that, therefore, its circulation is only 10,000 instead of 50,000, and, as it is allowed by the postal laws to send out as many sample copies every month as it has subscribers, it really has but 5,000 bona fide subscribers on its books.

Then, after their ad appears, they prepare for the deluge of orders, all accompanied by the money. When the deluge fails to arrive on scheduled time they begin to think that, perhaps, after all, that paper was not the proper one in which to advertise their goods, and so when the publisher of a rival sheet sends along the beginner's ad clipped out of the first paper with an earnest appeal to advertise in his paper and get rich quickly, they invariably put their money in the coin-carrier, which the second publisher so thoughtfully incloses, and sit down to wait for that postponed deluge of letters with the accompanying cash orders. And so it goes until they have spent their small advertising appropriation in dribs and drabs here and there, advertising in papers printed by amateurs outside of school hours. They have no fixed, definite idea of what goods to advertise in certain papers, what class of people read these papers, and of the score or more of little points about which they should know and must know in order to succeed.

It is not reasonable to suppose that the business man who pays more for his stock than his competitors pay is going to keep up with his competitors even, let alone pass them, and yet many beginners enter the mail order business and pay higher prices for their advertising space than their competitors pay who have been in the business for some time, and then expect in some unaccountable manner to win out.

Still another reason of failure with many is that they have no originality about their mode of selling by mail. They rely too much entirely upon the cut-and-dried methods supplied them by the stock dealers who started them in the business. They use the ads, circulars, form letters and even the letter-heads and envelopes supplied by these firms, and are content to sell one cent article to one who answers their ad. There they stop. Their mail order business is simply one without one distinguishing feature that would cause their name to linger ten minutes in the mind of a person who receives their circulars.

Beginners in the mail order business should remember this: Nobody is going to buy from you simply for the sake of buying by mail. They must have a reason for patronizing you, and you must furnish them with that reason in some way.

Another, and perhaps the greatest cause for failure, is the poor preparation of the advertising. Thousands of dollars are lost every year because ads, circulars, etc., are not written right.—*The Schemer, Alliance, O.*

GIVING A GOOD DEAL FOR THE WHOLE WILL BE TOO NOTHING.

HARLAN PAGE HUBBARD,
Specialist in Advertising, Designing and
Writing, 116 Nassau Street.

NEW YORK, Mar. 5, 1902.

Messrs. Geo. P. Rowell & Co.:

Is it not your custom, if a promoter for a new business proposition comes to you and asks you to investigate and write up in all its details for a corporation yet to be organized, to charge for such service as a preliminary, advisory matter? Some agents do this free, so they say. But under the proposition mentioned above, with six weeks' work, and a dozen different styles of proof, my charge was the reasonable one of \$500., and the American Coke & Gas Co., now formed, had this service and yet decline to pay for it, and they are using my copy, revised and shortened. I suppose this is "the way of the world."

In the first place, they did not know what they wanted to say, and I worked it up and whipped it in shape. This is my rule, and is so posted in my office. What is your rule in the matter?

I don't believe in giving a good deal for nothing, nor do I think you do.

Yours truly,

H. P. HUBBARD.

In reply to this inquiry, the manager of the Geo. P. Rowell Advertising Agency says: "When an advertiser of this sort comes to us, we listen to him, tell him in a general way what we would recommend, but do not undertake to spend money for him unless he makes known an intention to place the business through us. When such an intention has been made known, we prepare his advertisements, exhibit proofs, etc., and for our own services, i.e., such service as can be rendered by persons in the office, no charge is made. For printing, making drawings and any outside talent employed, it is customary to collect from the advertiser the amount paid for the service. As a rule, no profit is made on outlays of this sort.

KLEPTOMANIA.

Among the sample sheets printed by the Edgar J. Arnold cut service of this city two cuts appear which were used in its advertising pages in May and October by *Good Housekeeping*. We have no doubt that they belonged to *Good Housekeeping*, but how did Mr. Arnold come by them? The piracy of cuts, like the piracy of ideas, does not argue well for the originality of the ready-made advertisement establishment.—*Fame for March.*

THE merchant who throws mud at competitors is a bad marksman, for he hits himself.—*Gibson's Clothing Gazette.*

SPARTANBURG, S. C., Mar. 10, 1902.
Editor of Printers' Ink:

I will thank you to take a small portion of your valuable time to tell me what proportion of the gross receipts of a proprietary medicine would be a fair compensation for a man who should take entire charge of the advertising of the same, make all contracts and write the advertisements, the makers of the remedy to pay the cost of inserting the advertisements. Also what would be a fair proportion of the gross sales for the same service should the person doing the advertising work pay the cost of inserting the advertisements. Your courtesy in this respect will be much appreciated. I inclose herewith stamped envelope for reply. HENRY LANCE.

If it is a new article the chances are even that the advertising man will starve to death the first year unless he is allowed something more than the entire gross sales. It is hard to start a proprietary medicine nowadays.

THE DEAN OF THE BUSINESS.

(From *Fame for March*.)

The New York *Sun* of February 26, referring to the proposed luncheon to Prince Henry, to be participated in by one hundred "Captains of Industry," said: "We are not in the confidence of the committee to whom the selections of the one hundred industrial captains have been left, and we have no idea of the basis upon which the selections have been made. We have prepared a little list, not founded on mere wealth and 'respectability.'" The list gives honored place to the name of Mr. George P. Rowell, with this note:

The products of American industry would not be as well known as they are were it not for the advertising they get. American business men are the greatest advertisers in the world, and the dean of the business of advertising is George P. Rowell, of New York.

"NOTHING CAN NEED A LIE."

We hear it frequently asserted that this is an age of trickery—an age of deception—an age in which the successful man is the "smart" man. That is untrue. It is false and misleading. No real, genuine success can be achieved unless it is based upon honesty and integrity, and the world has never known so high a standard of honesty and integrity as it knows to-day.—*Chicago Dry Goods Reporter.*

THE MONTGOMERY "ADVERTISER" IS ACCORDED THE GOLD MARKS.

PERRY, Ia., Mar. 3, 1902.
Editor of PRINTERS' INK:

For several years I have profited by reading *PRINTERS' INK*, and although my work requires me to travel from ocean to ocean and from the Gulf of Mexico to Winnipeg, I always strive to find the current issues of the Little Schoolmaster.

In your issue of the 26th ult, you published a letter from F. P. Glass, secretary of the Montgomery *Advertiser*, setting forth his reasons why the gold marks should be placed after the name of that paper in the American Newspaper Directory. I wish to voluntarily indorse the statements of Mr. Glass.

As contracting press agent for the Great Wallace Shows (one of the big three-ring circus aggregations of America), I was in Montgomery last Fall. We were to have opposition with a street fair and also with another travelling amusement concern. I remained in the city a week or more. We also expected and did have opposition in Birmingham. I studied the situation carefully and then decided that the key to the situation in Montgomery and Birmingham was the influence of the *Advertiser*. The editors of other papers in the State had told me that if the *Advertiser* recommended the Wallace show that it would be of great value to us.

In my experience of six years on the road as press agent I never found a paper with the standing that the *Advertiser* has. People of Montgomery and Alabama respect and credit every word seen within its columns; its editorials are accepted as gospel; its integrity has not been tarnished by any blackmail or corrupt methods; honesty of purpose and sincerity of its teachings are evident in every column. It is impartial and fair and prints the news because it is news and not for the sake of pleasing or displeasing some one. For these reasons and others, the people of Montgomery and Alabama have a peculiar respect for the Montgomery *Advertiser*. It is a veneration which amounts to affection.

I doubled our original advertising contract with the *Advertiser* and convinced them that our circus was all that it claimed to be. The exhibition day came and our tents were packed to overflowing, and the *Advertiser* voluntarily gave us a strong complimentary notice of a column in length. Because of the peculiar influence and prestige of the *Advertiser* with its readers and other editors, that notice was of untold benefit to us. Its editors did not receive a cent nor a ticket for that write-up, but they gave it to us because they thought we deserved it, otherwise I am satisfied we could not have secured it for any consideration. I found other papers anxious to quote the *Advertiser*, the consensus of opinion seeming to be that if it was in the *Advertiser* it must be true.

Whatever its circulation may be, I think that the unusual confidence the people have in the conscientious business and editorial management of the

Advertiser is such as to justify the doubling of the value of its circulation.

This letter is entirely voluntary on my part, and is prompted by a desire to see such a meritorious and upright paper as the Montgomery *Advertiser* given the "gold marks."

Yours very respectfully,
 R. M. HARVEY,
Editor Daily Chief, Perry, Ia.

PA'S AND MINE.

BINGHAMTON, N. Y., Mar. 5, 1902.
Editor of PRINTERS' INK:

I inclose sample of a liner ad I ran last Fall. Pa and Mine created almost no end of talk; and, though run over

At the corner of Chenango, and Pearne streets there is a market—that's pa's. At the corner of Chenango and Sturges streets is another market—that's mine. Now pa runs a darn good market—next to mine probably the best place on the street. In this paper from now on I am going to throw a few bouquets at myself and incidentally at pa. I'll tell you that plain, unvarnished truth. I am going to try and make my market so interesting that you simply can't trade anywhere else—unless at pa's. We have not formed a trust and do not expect to corner all the trade on the North Side, but we are going to have our share of it—Pa and I.

Who am I?
 I'm A. Hewett.

five months ago, I continue to hear from it yet. The fact that it created so much talk prompts me to send copy of it. "Pa's and Mine" threatens to be perpetual. Yours truly, A. HEWETT.

THE "FARM JOURNAL" IS A.

THE STANDARD PAINT COMPANY.
 Offices, 100 William Street.
 NEW YORK, Mar. 11, 1902.

Editor of PRINTERS' INK:

We do not know whether it is your policy to answer such questions, but we would like to ask what your opinion would be of the value of the paper *Farm Journal* for advertising our Rub-er-cord Roofing? Our idea is that this paper is good for advertising low priced articles, and inasmuch as our roofing cannot be classed as cheap in price, we fear that this might not be a good investment for us. We would like your judgment in the matter if you care to state it. Yours very truly,

THE STANDARD PAINT CO.,
 P. M. Wade, Mgr. Adv. Dept.

"THUS FAR HAVE WE MARCH'D WITHOUT IMPEDIMENT."

There never was a time when merchandise in the hands of retail merchants throughout the country was of such assured value as it is at present. Never were stocks so low; never was there such an absence of accumulation in the hands of producers and wholesalers. To accentuate the short supply of merchandise in retail shelves and reserve rooms the public is buying with an avidity never so apparent even during the present prolonged period of prosperity.—*Dry Goods Economist*.

NOTES.

Two rather novel folders come from Harger & Blish, pianos, Dubuque, Ia.

A. H. BARTMER, druggist, St. Louis, sends out a neat folder of "Timely Drug Hints."

THE Suplee, Reeve, Whiting Co., Philadelphia, sends out a neat booklet of parasol talk.

THE U. S. Envelope Co., Springfield, Mass., mails a small sample book of envelopes with appropriate literature.

G. H. LE MAISTRE, 500 Penn Mutual Building, Philadelphia, describes his cash carrier system in a succinct folder.

THE Lafayette (Ind.) *Morning Journal* reprints in folder form a letter from Major Kramer, testifying to its worth as a medium.

THE St. Louis *Republic* issues a statement showing that its average daily circulation for January was 92,056, and for February, 99,005.

W. N. GATES, Garfield Building, Cleveland, O., issues a booklet of excellent ads that have appeared in his list of railroad employee magazines.

"A BETTER Way to Display Lace Curtains" is a small folder explaining the merits of a display rack manufactured by the Standard Mfg. Co., Xenia, O.

THE Antikamnia Co., St. Louis, sends out an odd little booklet in which a human skull is made to tell the medical profession of the virtues of Antikamnia Laxative.

THE Spring catalogue of Thomas Meehan & Sons, nurserymen, Germantown, Pa., is an attractive book of 72 pages, containing halftones of a very satisfactory sort.

HERBERT M. OBERFELDER, advertising agent, 11 Broadway, has consolidated his business with that of Messrs. Lee & Samuel Lash, as the Lash Advertising Co., with offices at 142 West 39th street, New York.

FORTY-NINE years ago *Harper's Magazine* had reached a sale of one hundred and eighteen thousand copies per issue, and, at that time, it was not the policy of the house to conceal its circulation. Why should it be?

THE Kellogg Switchboard & Supply Co., Chicago, issues a new catalogue of its telephone supplies. The book is commendable for descriptive matter, illustrations and printing. The last is by the Campbell Printers, Chicago.

ED. H. SHARTLE, city editor of the Evening Republican, Meadville, Pa., for four and a half years, has resigned his position and purchased a half interest in A. D. Ackert's job printing plant. The firm name is Shartle & Ackert.

THE J. Stevens Arms & Tool Co., Chicopee Falls, Mass., has been very successful in attracting attention to its rifles by prize shooting contests. Sixty prizes, aggregating \$500, were given last year for the best targets sent in from all parts of the country, and the results were so gratifying that the company has

offered 100 prizes for the present year, aggregating \$1,000.

"TALES and Tails" is a booklet of modern Mother Goose jingles, used to advertise the remedy of the Minard Liniment Mfg. Co., Boston. It is lithographed in colors and designed to interest big folks through the ready road of the little ones.

THE Globe-Wernicke Co., New York City, mails a small booklet, which describes its various card systems and gives directions for ordering the catalogue most applicable to the recipient's business. It is accompanied by an ingenious reply card.

MR. E. S. TRUSSELL, general manager of the Pomeroy & Middleport (O.) Electric Co., and for ten years editor and proprietor of the Pomeroy *Telegram*, has re-entered the newspaper field. He has purchased, through the newspaper brokerage office of Mr. C. M. Palmer, in this city, the Jackson (Tenn.) *Sun*, from Mr. John B. Gaines.

THE Matthews-Northrup Works, Buffalo, N. Y., issues a booklet full of fine engravings called "Halftones—But Not by the Square Inch." Different processes of making "copy" are described and illustrated, and some of the photographic work by Miss Frances B. Johnston is reproduced. Among the latter is the historic portrait of President McKinley, taken at the Pan-American Exposition the day before his assassination.

THE printing establishment at Buffalo now known as The Matthews-Northrup Works is probably better equipped for the manufacture of business literature than any other concern in America; which does not mean that there are not other concerns that are able to produce as admirable work in some of the same lines, but that there is probably no concern able to do the great variety of work and do all in the supreme manner of the Matthews-Northrup people.

EUGENE A. PFEFFERLE, the New Ulm, Brown County, Minn., druggist, has had in the window of his drug store an advertisement calling attention to a poultry food he is selling—a hen with a brood of half a dozen young chickens hatched last week. The window has attracted a great deal of attention and is a unique advertisement. It is not often that chickens are hatched at this time of the year, and the reason probably can be found in the superiority of the poultry food that Pfefferle sells.

THE *Grocery World*, the Philadelphia yellow trade paper, says: The American Newspaper Directory, recognized as the main authority on newspaper circulation, thus gives the circulation of the leading grocery trade papers of the country: *Grocery World*, exceeding 7,500; *Modern Grocer*, Chicago, exceeding 4,000; *Interstate Grocer*, St. Louis, exceeding 4,000; *American Grocer*, New York, exceeding 1,000. The influence of these papers is in inverse ratio to the above given circulation. — *Merchants' Review*.

ABBEY & IMBRE, 18 Vesey street,

New York, issue a booklet outlining the second year's work of their Anglers' Bureau of Information. This bureau furnishes information concerning resorts all over the world to all anglers who enroll themselves upon the firm's books. No charge is made for the service, but each member is asked to help in the work of gathering specific facts about fishing localities. The booklet is handsomely gotten up in old primer style, and is the work of the Cheltenham Press, New York.

A HANDSOME souvenir booklet, printed upon enameled stock, gives the history of the Knowles, Taylor & Knowles Co., potters, East Liverpool, Ohio, as well as a description of its plant, said to be the largest in the United States. Part of Longfellow's pottery poem, "Keramos," is given, with handsome photos showing modern potters at work. This part of the booklet is especially commendable, and in sympathy with suggestions that PRINTERS' INK has made regarding the use of classic poems in advertising literature. The engraving and printing are by the F. W. Roberts Co., Cleveland, O.

RUMORS have been circulated that the controlling interest in the Dispatch Publishing Co., of Pittsburg, has passed into new hands. Concerning the reputed purchase there were conflicting stories, dealing, on the one hand, with outside interests, and, on the other, with a syndicate of individuals representing the local Republican organization. Mr. Chas. A. Rook, who has for some years been business manager and treasurer of the Dispatch Publishing Co., states: "The *Dispatch* has not been sold. There have been no changes in its ownership. This is absolutely true so far as the rumors concerning syndicates or individuals are concerned. The responsible control has passed into my hands individually. For many years Mr. E. M. O'Neill has been the principal proprietor, president of the company and the responsible head. He retains his property interest and remains as president but retires from active management of the newspaper property. He has, therefore, yielded the journalistic burden. Hereafter I will be vice-president, treasurer and general manager of the Dispatch Publishing Co., and will be solely responsible. There will be no alteration in policy or other changes in personnel."

THE *Orange Judd Farmer*, Chicago, devotes its entire first page to an explanation of its guarantee: "The new way of doing business is by mail. Instead of spending time and horseflesh going to town, and paying the highest local prices for what you want, order the goods desired from the advertising columns of *Orange Judd Farmer*. You can do this in absolute safety, because of our guarantee. We positively guarantee the reliability of each and every advertiser in this paper. This guarantee is an ironclad one. It means just what it says. It means that no advertisement is allowed in our columns until we are satisfied that the advertiser is so reliable that any subscriber can safe-

ly do business with him. Our guarantee means that if any subscriber is swindled through any advertisement in our columns, we will reimburse him the full amount. Of course, complaint should be made within one week from date of any unsatisfactory transaction, with proofs, etc., and within a month from issue containing the advertisement, so that the matter can be adjusted while all the circumstances are fresh. We do not guarantee that one advertiser's goods are better than another's, but we do guarantee that the advertiser will furnish the article he advertises on the terms advertised. It is a condition of this contract between the publisher and the subscriber, that in writing to advertisers you state that you saw their advertisement in *Orange Judd Farmer*." The conscientious publisher deserves far more credit than he gets for his share in building up the mail order business. It is founded upon honest dealing, and will grow only so long as the purchaser is assured that he can order from the columns of periodicals in safety. One rascal in a publication every six months will work incalculable harm, and the publisher who keeps him out is safeguarding thousands of dollars' worth of mail order trade.

THE "JOURNAL" "SCAREHEAD."

The story of the origin of these "scareheads" is illuminating. The most versatile of the young editors of the new school was put in charge of the evening edition of one of the "new journals." He naturally wished to win for his paper a huge circulation. The point was: What should he do instantly to convince the masses that the paper he was editing was the paper to buy? He thought out several schemes, all of them excellent, as the event proved. One of them, for example, was a daily essay, written in a light, amusing style of which he is a master, and conveying scientific information or stimulants to thought in admirable disguise. But his best scheme was the "scarehead."

The newsboy carries a copy of each afternoon paper on his arm between his hand and his shoulder, so arranged that the title head and the tops of first-page headlines of each paper show. The paper nearest the hand is, of course, the most exposed. The boy, being a shrewd trader, puts there the paper which in his opinion—and he understands the tastes of the masses—has the most attractive first page. The editor in question noted that the paper for whose circulation he was responsible was not in the desirable place of complete exposure. To put it there he devised the "scarehead." As it was a novelty it instantly caught the eye of the New York crowd, which is as diligent as the Athenian crowd of Paul's day in search for some new thing. The newsboy saw the commercial possibilities of the "scarehead," and that paper went straightway to the front.—*Philadelphia Saturday Evening Post*.

THE man who is dissatisfied with his business doesn't know as much about his business as he ought to know.—*White's Sayings*.

THE REBUS ADVERTISEMENT.

The other day I found in my letter box a yellow circular of the J. W. James Company, of East Brady, Pa. It was advertising a prize distribution for correct answers to an illustrated rebus on the reverse side of the circular. Out of curiosity I studied the circular from beginning to end. The first two pages were devoted to advertising Dr. James' Cherry Tar Syrup and Dr. James' Miniature Headache Powders. The illustrated rebus is evidently an ad for the same preparations which the people have to study over. Something like \$1,300 in cash prizes are awarded to solvers of a former rebus, in sums ranging from \$100 down to \$5, and every answer sent in, even if altogether wrong, will entitle the sender to a 25-cent package of the medicine.

It appears to be a highly successful advertising scheme, for the reason that every guess has to be written on a part of the medicine package, which costs 25 cents at the drug store. If you want to send in two solutions you can do so by buying two bottles, and so on—one guess for every bottle. No solutions will be considered unless written upon the specified coupon. Of course, the rebus is comparatively simple, purposely so constructed so that even the unintelligent will "nibble" at the bait.

Well, there is nothing against the scheme anyway. It is perfectly legitimate as an advertisement, and it ought to sell a lot of medicine, but it is observable that the merits of the remedies—if they have any—are utterly lost sight of in the haste to get people to buy them. Certainly it is claimed that they are the "best" remedies for colds and headaches, but not a single argument is advanced to show why or how they are best. As a result, the only impression conveyed by the circular is that it is a cheap attempt to unload a lot of indifferent goods, having no character or reputation. So that, while it may be a good advertisement in one sense, it is a conspicuously bad one in another.

In the present-day condition of publicity it is of little use to advertise an article, and particularly one that has scores of competitors, unless some one or more of its conspicuous and distinctive merits be mentioned. Merely claiming that it is "the best" is foolish. They all make that claim, naturally enough, but the individual qualities and unique excellence of the article must be prominently brought forth and emphasized if good results are anticipated. Only the uncommon in advertising now attracts attention. If the advertised goods have merit they must be clearly and attractively set forth. If they haven't any, not even puzzle schemes, however fairly managed, will save them from ultimate oblivion.

But there is no reason why the rebus idea, old as it is, and of its chestnutty character there cannot be any doubt, should not be tried in connection with really meritorious goods and properly exploited. There is ample space in all the advertising matter booming the rebus to also boom the article on sale by extolling its particular virtues, and showing its particular uses, and its superiority over other goods of the same

class. As the space is there, why not use it to advantage?

The chief advantage of puzzles as advertisements is the fact that they concentrate the mind of the reader upon the goods advertised in the rebus. But while that is all right in its way, it should be borne in mind that not one in ten who get the circulars try to solve the puzzle, and unless other advertising matter is there for their perusal, nine-tenths of the advertising value of the circular is lost.

♦♦♦

NEED IT IN OUR BUSINESS.

Since New York has been begging for \$2,500,000 for a new postoffice, one has been built in Chicago for \$5,552,881, Philadelphia for \$6,197,809, in Cincinnati for \$5,796,408, in Boston for \$5,052,218, in St. Louis for \$6,055,737, and in Baltimore, San Francisco, Pittsburgh, Detroit and Cleveland for from two or three millions each. And this in spite of the fact, shown time and time again, that the volume of business in New York about equals that of Chicago and Philadelphia combined, and exceeds that of Boston, St. Louis, Cincinnati, Baltimore, San Francisco, Pittsburgh and Cleveland combined. New York, in fact, now pays over \$12,000,000 a year for postage, a sum equal to about 20 per cent of the Government's total revenue from that source.—*N. Y. Evening Post.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

BE a Special. Make money evenings. Plan 10c. Cir. free. **POINTS 104 Pts.**, Boston, Mass.

SPACE wanted in exchange for medical, dental or osteopathic scholarships in National Medical University. 441 Dearborn Ave., Chicago.

MORE than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

ARE you going to Atlantic City this summer? Write me about houses, cottages, how much room and what price. **DECKER**, Box 225, Atlantic City, N. J.

WOULD like to hear from newspaper or agent or desiring hustling young man. State what you want and are willing to pay. Address "BUSINESS," care Printers' Ink.

WANTED—Position as advertising solicitor on daily by an experienced, successful man, who often gets contracts after others fail. Address "M. B. S.," care Printers' Ink.

EDITOR, 15 years' experience, wants charge of country weekly. Can produce a good paper 48 weeks in the year and make it pay. Address F. L. MILLER, care *Journal of Commerce*, Philadelphia, Pa.

PARTY having two new durley linotype machines desires location, either city or country, straight matter or small morning paper preferred; splendidly equipped for job work; eight font matrices. Address "P.," Printers' Ink.

EXPERIENCED and competent dent. store bookkeeper, with knowledge of advertising and mail-order systems, general business details, some newspaper experience, desires position; age 31. Address "CHICAGOON," care of Printers' Ink.

THE FINANCIAL INQUIRER is a very valuable publication for investors. \$2 pays a year's subscription, with all the benefits of a commercial agency. Agents wanted on a commission everywhere. Correspondence invited, 60 Liberty St., New York.

SI TATION as superintendent of job office or newspaper, by good printer of twelve years' experience five years as employer. Married and reliable. C. W. DICKINSON, Waverly, N. Y.

CAPABLE newspaper man, six years' experience on Eastern and Western metropolitan dailies, desires reportorial or editorial position—editorship of paper in small town preferred. No objection to locality. Address "CAMPBELL," 324 Sansom St., Philadelphia.

WANT printers to save money, time and trouble by using the McGinty Patent Adjustable Feed Guide for job presses (no quads or stick pins) and the McGinty Newspaper File and Binder. Save their price every month. Satisfaction guaranteed. Write for descriptive booklet. **McGINTY FILE & GAUGE CO.**, Doylestown, Pa.

CANVASSEUR wanted to sell PRINTERS' INK—a journal for advertisers—published weekly at five dollars a year. It teaches the science and practice of Advertising, and is highly esteemed by the most successful advertisers in this country and Great Britain. Liberal commission allowed. Address PRINTERS' INK, No. 10 Spruce St., New York.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Send postpaid on receipt of price, \$1. Address **GEORGE P. ROWELL & CO.**, 10 Spruce St., New York.

ABUSINESS publication which takes first rank in its field in the United States wants first-class solicitors on commission to call upon retail and wholesale merchants who are interested in publicity. Applicants must live in towns of 5,000 inhabitants or over. They ought to have education and experience enough to talk intelligently to plain, practical business men about a plain, practical proposition. Young men of good character, willing to work earnestly, ought to be able to earn at least \$4 per day. Applicants who wish to receive confirmation must send us first-class references which will bear strict investigation. Address (with first-class references only) "WORKER," care of P. O. Box 672, New York City.

CANVASSERS WANTED. To canvass for subscribers for PRINTERS' INK. Liberal commissions allowed. To the canvasser who, during March and April, sends in the largest number of names, and secures the largest by the cash, we will return the whole sum as a premium. Do not attempt any funny business, such as sending in a very big list made up of names put down at random, with a check of corresponding size, on the ground that it will surely be the largest for some other man might outdo you in the same line. What is wanted is a straight-out canvass from store to store, and the man who sends in an even dozen subscriptions in the month will stand a good chance of having the largest list. If he fails to get his money back he will still have had the commission usually allowed to canvassers, which is an exceedingly liberal one. Address PRINTERS' INK, 10 Spruce St., New York.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free. SHAW-WALKER, Muskegon, Mich.

ADDRESSING MACHINES.

MYERS BROS.' Label-Pasting Addressing Machine, \$10. P. O. Box 449, Philadelphia.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

PAPER.

IF you use Coated Book Paper, send to us for samples and prices. Three full lines in stock. **BASSETT & SUTPHIN**, 45 Beekman St., New York City.

TO LET.

TO LET—Three offices at No. 10 Spruce St. Rent, \$600, \$500, \$400, respectively. Apply to **GEO. P. ROWELL & CO.**, owners, on the premises.

PRESS CLIPPINGS.

UNITED STATES PRESS CLIPPING BUREAU, 185 La Salle St., Chicago. Clippings to order on any subject from all current American newspapers.

SUPPLIES.

THIS paper is printed with ink manufactured by the W. U. WILSON PRINTING INK CO., Ltd., 17 Spruce St., New York. Special prices to cash buyers.

ELECTROTYPE AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "No Reliable" St. Louis Electrotype Foundry, No. 311, North Third St., St. Louis, Mo.

NEWSPAPER BROKER.

MAKE your wants known—to know them is to supply them. Original methods of A. H. SMITH, Newspaper Broker, Earville, Ill.; please buyers and sellers. Reliability, discretion.

LINOTYPE AND STEREOTYPE METAL.

IMPORTAUX the best linotype, stereotype and electrotype metals in the world. Get my prices before ordering. Out-of-town orders solicited. L. SHONBERG, 174 Hudson St., N. Y.

ELECTROTYPE.

WE give special attention to making of good electrotypes for newspaper ads. Prompt. Out-of-town work done carefully as city. RAIBECK ELECTROTYPE CO., 24-36 Vandewater St., N. Y.

MEN'S HATS.

TRY A DANBURY HAT. We will duplicate in style, quality, workmanship and finish for \$9 any \$3 hat sold by retail stores in New York City. DANBURY HAT CO., 22 Desbrosses St. and 382 W. 125th St., New York.

There seems to be very little dispute about the ability of the literary and art departments of this institution to make effective copy and designs for advertising.

Representatives of various advertising agencies do not hesitate to say, "Oh, yes, Bates is all right on copy, but—" etc., etc.

All right. We'll make copy for you, or consult with you on plans and media and follow up work; charge you a fair price for our services, and you can place the copy where, how and with whom you please.

In that way, if you are perfectly satisfied with your rates and the mechanical service of your agent, you can have the added advantage of our special facilities and ability at a moderate additional expense.

You simply start another set of brains at work on the problem of selling your goods without relinquishing any of your present advantages.

Ask for booklet—"Other Peoples' Brains."

CHARLES AUSTIN BATES
VANDERBILT BUILDING, NEW YORK

PRINTERS' INK.

NAMES FOR SALE.

NAMES of 2,000 Philadelphians for \$5. FRED'K C. EBERHARDT, 33 South Fourth St., Philadelphia, Pa.

ADVERTISING AGENTS.

SAN JOAQUIN Adv. Agency, Fresno, Cal.—Circulars, etc., distributed and signs tacked. Send for rates, routes and reference.

ORIGINAL DESIGNS.

ORGINAL designs for catalogue covers, letterheads, newspaper and magazine advertising. Specially designed sketches submitted free. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

COIN CARDS.

KING COIN MAILERS, Beverly, Mass. Samples free. \$1.50 per M in large lots.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestions, premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N.Y.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MADE FROM SPIKE NAILS—Knives, forks, spoons, best attraction for resorts, exhibitions, advertisements, etc. Samples. Pan Am. Expo, souvenirs, etc. Booklet for sending. WICK HATHAWAY'S CONCERN, Box 100, Madison, O.

MISCELLANEOUS.

MAKER of Artistic Catalogues and Booklets. RICH'D M. BOEN, Urbana, Ohio.

PRINTERS' INK subscription coupons, \$2: exchange for printers' books. Make offers. MIRROR, Danvers, Mass.

If you use imitation typewriter letters it will pay you to send your address on a postal to COLLINS & CO., 67 Gates Ave., Brooklyn, N.Y.

EVERY Poultry Breeder cut this ad out and return with 2-cent stamp and I will send you a genuine \$10 Confederate bill. CHAS. D. BARKER, Atlanta, Ga.

ELECTRIC LETTERS
Ready for connection.
BAKER, the Sign Man,
Philadelphia.

PURE WHISKY our Kentucky distillation, direct from distiller to consumer. Twelve years old, \$8 gallon. Inclose money order to FOYNZ BROS., Distillers, Maysville, Ky.

BOOKS.

MAKING A COUNTRY NEWSPAPER—Text-book for newspaper makers. Worth its weight in gold. Instructions. Subjects treated in the man, dead, plants, paper, news, readings, circulation, advertising, daily, law; how to make a newspaper and better paying paper; how to get news, advertising, circulation. No book like it. Saves time, lessens worry, earns money. Indorsed by leading newspaper men. Bound in cloth, \$1 postpaid. THE DOMINION COMPANY, 334 Dearborn St., Chicago.

READY-MADE ADVERTISEMENTS. Messrs. Geo. P. ROWELL & Co., 10 Spruce St., New York, send the "Country Almanac," 96-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—*Caution Caveat.*

The book will be sent to any address upon receipt of one dollar. GEO. P. ROWELL & CO., 10 Spruce St., New York.

PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Materials, new and second hand. Type, now only, at foundry prices and discounts. Quality above price. From a cylinder to a bookbin furnished. CONNER, FENDLER & CO., N.Y. City.

A NEWSPAPER BARGAIN.

FOR SALE—Democratic newspaper; central Iowa county seat town of 6,000 people. 18th vol.; only Democratic paper in Co. of 30,000 population. Official paper of Co. and city; good adv. and job business; \$3,000 buys it; snap for practical newspaper man. Half cash, balance easy terms. GRAPHIC HERALD, Webster City, Iowa.

BUSINESS OPPORTUNITIES.

PROGRESSIVE MERCHANTS—I have a legitimate advertising proposition, positive winner, which yields greater returns, proportionately, than any other method heretofore devised. Will send particulars free. Write immediately.

CHARLES HUGHES SMALL.
N. Y. Life Building, Kansas City, Mo.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock or anything similar, but are willing to exchange them for others, but are advertising in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

HALF-TONES.

EXPRESS prepaid on orders paid for in advance. STANDARD OF NEW YORK.

80C. for best 1-col. half-tone you can get. POSTPAID. MAIL CUT CO., PHILA.

75C.—Newspaper single column half-tones. KNOXVILLE ENG. CO., Knoxville, Tenn.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

PRINTERS.

ENVELOPES, noteheads, billheads, statements, circular cards, etc., printed, 75c. for 500. STAR PRINTING OFFICE, Atlanta, Ga.

5,000 NOTEHEADS \$4. Good paper, good printing. Send copy and cash with order. JOHN FAWCETT, Printer, Delphi, Ind.

POUŁTRYMAN, remember cheapest place in Southern States to get printing done is STAR PRINTING OFFICE, Atlanta, Ga. Samples free.

If you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

1,000 NOTEHEADS, statements or type-writer letter-heads neatly printed, \$1.50: \$5,000. \$2.25. Good stock and good work. Ruled work padded. Samples free. R. McGREGOR, Princeton, Ky.

SMALL SPACE WELL USED.

AHow often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position the copy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like.

This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too.

PRINTERS' INK PRESS,
10 Spruce St., New York.

A Special Rate for a Classified Advertise- ment in PRINTERS' INK if ordered in March or April, 1902

To anybody who wishes to advertise in PRINTERS' INK among the classified advertisements, we will make a special proposition covering the months of March and April, 1902, *viz.*: he may send an advertisement as large or as small as is desired; we will set it in type, ascertain exactly how much space it will occupy, show a proof, and then allow the advertiser to order it inserted for as many or as few times as he desires, at

TEN CENTS A LINE

He will be required to send the money with the order in full payment, and the acceptance of a second order, or an order for continuance at the same price, cannot be promised after April 30, 1902. The regular price is 25 cents a line. This proposition must be accepted within the time specified, if at all. It is issued as an experiment. If interested, address

PRINTERS' INK, NEW YORK

N O T E . — A correspondent inquires how this offer affects his contracts in the classified columns now running at full rates. The Little Schoolmaster answers: Cancel your present contract and pay up. Send in order, copy and cash for the new contract at the reduced rates. It is as simple as rolling off a log.

PRINTERS' INK.

ADDRESSES FOR SALE.

1,680 NAMES and addresses of agricultural and vehicle manufacturers and jobbers of the United States, alphabetically arranged in booklet form. Reliable and up-to-date. *Fifty cents*: stamps acceptable. J. H. ZUVER & CO., Battle Creek, Mich.

FOR SALE.

\$5, \$10, \$20 genuine Confederate bills, 5c. each. CHAS. D. BARKER, Atlanta, Ga.

\$500 GENUINE Confederate money, only 25c. CHAS. D. BARKER, Atlanta, Ga.

GENUINE war papers, containing war news of Civil War, slave sales, etc., 25c. each. CHAS. D. BARKER, Atlanta, Ga.

15 DIFFERENT canceled genuine Confederate bills and shinplasters for 25c. Address CHAS. D. BARKER, Atlanta, Ga.

BACCOCK Seven Column Quarto Dispatch Newspaper Press, one or two feeders; good order. Cheap, part cash. WHITE, 17 Rose St., N.Y.

FOR SALE—Daily and weekly newspaper and job plant in best town in Colorado. Paper established 18 years. Excellent business. A bargain if sold in two months. Reason for sale, ill health of proprietor. Address "J. F. G.", care Printers' Ink.

FOR SALE—Hoe Knickerbocker newspaper perfecting press; 7 or 8 columns, first-class condition; speed, 20,000 4 pages or 10,000 8 pages an hour. Complete stereotype outfit and 8 type bibles. One-third cost to immediate purchaser. Address "A. J. S.", care Printers' Ink.

FOR SALE—Campbell New Model Web Perfecting Press. Good condition; almost new. Used less than one year. Prints 4 or 8 pages, 6 or 7 columns, 12,000 an hour. Can be seen in operation. Will sell cheap. Address STAR PUBLISHING CO., Muncie, Ind.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

40 WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 7,800.

A POSTAL card request will bring sample copy.

ADVERTISERS' GUIDE, New Market, N.J. SPRINGFIELD REPUBLICAN, D. S. & W. The leading paper of Southern Missouri. Rates on application.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

MODERN MEXICO, 116 Nassau St., New York. Monthly; illustrated; the medium for Mexican trade and investments.

PLACE your ads in Capac NEWS. Merchandise and medicine taken in exchange for space. THE NEWS, Capac, Mich.

CIRCULATION 100,000 copies unconditionally proven. Rate 40c. a line. UP TO DATE FARMING AND GARDENING, Indianapolis, Ind.

THE peerless advertising medium, UP TO DATE FARMING AND GARDENING, Indianapolis, Ind. 100,000; 40c. a line. Send for copy of "Results."

WE PROVE 1,500 copies each month and give three insertions for one cent per word—or an inch four months for \$1. RURAL YOUNG PEOPLE, Milton, Pa.

UP TO DATE FARMING AND GARDENING, Indianapolis, Ind., has the largest circulation of any agricultural paper west of Ohio, and we furnish the proof.

THE CHAUTAUQUA Announcement—50,000 copies. RICH'D M. BOREN, Urbana, Ohio.

WESTERN POULTRY NEWS, Lincoln, Neb. guarantees over 10,000 paid circulation. The best way to reach the Western buyers. Thirty words three months for \$1.

4 PER CENT of sales is what it cost a manufacturer of agricultural implements to advertise in UP TO DATE FARMING AND GARDENING, Indianapolis, Ind. 100,000 proven; 40c. a line.

WATERTOWN STANDARD, D. 5,632, W. 5,100. Eighth year. Strong local paper.

LA COSTE & MAXWELL, Representatives, Nassau-Beekman Bldg., New York City.

ONY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

THE Announcement of THE CHAUTAUQUA meeting at Urbana, Ohio, will have a circ'n of 50,000 copies. Advertising space \$40 a page. RICH'D M. BOREN, 108 W. Court St., Urbana, O.

CURCH PRESS ASSOCIATION MAGAZINES—35,000 circulation. Extra large medium. Thirty different church journals under one management, printed by THE CHURCH PRESS ASSOCIATION, 200 So. 10th St., Phila.

KEY WEST, Florida. Read and advertise in the Key West ADVERTISER, the only newspaper ever published in the most southern point in the U.S. Established 11 years; 8 fol. pages. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

PEOPLE who want to reach Western readers with their business should consult the Billings (Mont.) TIMES. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

AND AGRICULTURAL PROVINCE—Prince Edward Island is the Garden Province of Canada. Pop., 104,000, almost wholly agricultural. Noted for its dairy products pork, potatoes and grain, and now taking a great interest in poultry raising and fruit. The EXAMINER is its leading newspaper. Daily, 1,150; weekly, 2,558. Transient advertising rates, 10c. and 15c. an inch. Contract rates, 5c. and 5c. Want ads—a specialty—10c. one time, three times 25c. Address CHARLOTTETOWN, P. E. Island, Canada.

ADVERTISEMENT CONSTRUCTORS

EDWIN S. KARNS, writer and promoter of profitable advertising, A 57 E. 43d St., Chicago.

HENRY FERRIS, his  mark, 915-920 Drexel Building, Philadelphia. Writer, designer, illustrator, adviser. Specialties, books and machinery.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, all unique, which may suggest an idea for your ad when you get tired. Sent prepaid on receipt of price, \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

IMAKE a specialty of small CIRCULARS, BOOKLETS and FOLDERS for inclosure with your regular correspondence. Short, quickly read, pertinent things best capture the attention of the always busy class to whom you look for patronage. A few good cuts—if illustrations are necessary—a crisp, concise, interesting telling of your story, without superfluous padding, may be so combined with a novel and tasteful type-treatment as to be exceedingly profitable. Would you like to see samples of such work? If so, and your inquiry suggests possible business—I will be pleased to mail you quite a lot. Postal cards will not be noticed.

FRANCIS L. MAULE,
No. 4. 42 Sansom Street, Philada.

If YOU WANT TO
Advertise
Anything
Anywhere
AT Any time

call on or write to

GEO. P. ROWELL & CO.,
Advertising Agents,
10 SPRUCE STREET, NEW YORK.



This picture represents 234 feet of shelving containing
preserved nearly 70,000 newspaper circulation reports.

The experience of the five years, during which we have
quarterly, has divided the newspapers of the country into three classes:

First, Those that tell what their circulation has been, in a straightforward manner.

Second, Those that tell what their circulation is, but in a way that is not very clear.

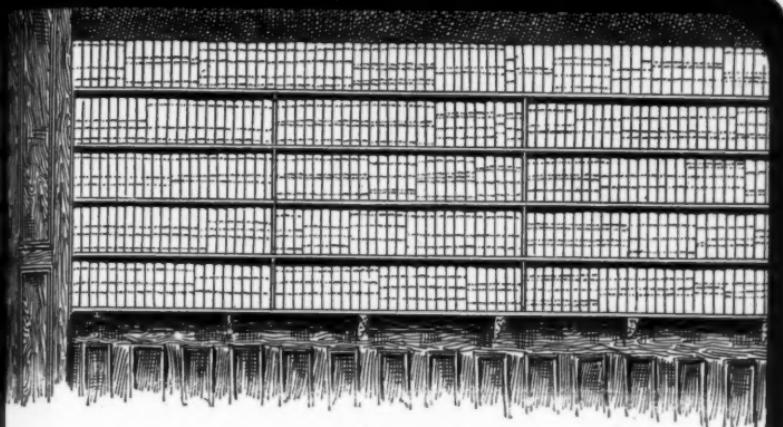
Third, Those that don't give any information on the subject, leaving it to the reader to figure it out.

All correspondence on the subject of circulation and advertising
scrap of paper has a place with every other scrap that may be found. The investigation and comparison of these reports so clearly shows the progress of each publisher himself, when he glances at his reports in the course of advertising his class. These assorted reports, preserved in large boxes, contain thousands of letters each, already require the use of not less than 234 feet of shelf space, as pictured above.

At the convention of the Association of American Publishers, held on March 30th, at Delmonico's, New York City, the following resolution was passed:

It is the sense of this convention that the labor expended by the publishers of the American Newspaper Directory, during its existence, have been invaluable to advertisers. This Directory has enabled advertisers the fact that a correct knowledge of circulation is essential to success.

A new edition of the AMERICAN NEWSPAPER DIRECTORY is now in press and will be ready for delivery on April 16th. Price Five Dollars.



elving containing not far from 800 letter boxes in which are preserved by the editor of the Directory the past five years. The American Newspaper Directory has been published in three classes.

, in a straightforward way.

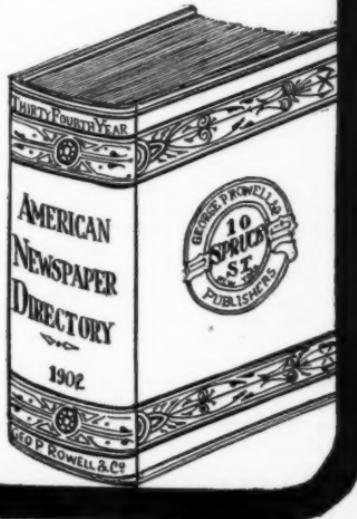
In a way is not straightforward or not sufficiently definite.
subject, leaving the circulation to be nobody's business but their own.

ulationed with a newspaper is filed in such a way that every
ap thane publisher may have previously furnished. An in-
learly shows in which class a newspaper belongs that the pub-
the m, can rarely refrain from speci-
ved indexes accommodating about one
f not from eight hundred boxes, as

f American Advertisers, Jan. 29th and
ng relation was passed unanimously :

or expense and the statistics obtained by
y, during the thirty-four years of its ex-
ecto than any other has kept before
ion is vital to the successful advertiser.

AMERICAN NEWSPAPER DIRECTORY
very subscribers on Wednes-



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising, may, on application, have special confidential terms.

If any person who has not paid for it is receiving Printers' Ink it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

**OFFICES: NO. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.**

NEW YORK, MARCH 19, 1902.

THE main purpose of one's advertisement should be not to make single sales but regular customers.

A PERSON'S chance of success in advertising depends more than anything else on his choice of media. Usually a poor ad in a good paper will bring better returns than will a good ad in a poor paper.

THE well-to-do class of people are not as easily influenced by newspaper advertising as is the great mass of wage-earners, for the reason that those who have plenty of money have no need to economize, and can consequently be independent of bargains. From this line of reasoning it would seem that "quality" of circulation does not possess the value that many publications attach to it.

PRINTERS' INK has held to it that the daily paper is the best medium for advertising. In this it has been logical, and it is not easy to understand how country papers should find fault with this judgment. That publicity is best, all other things being equal, which reaches the greatest number of readers. The city daily does reach the greatest number, and, proportionately to numbers, costs less than the country paper. Advertising, like all forms of business, is a cold blooded proposition. It is a question of getting the best possible returns for the money. There is not a particle of sentiment in it.

Harper's Magazine, established in June, 1850, had attained a sale of more than fifty thousand copies per issue before the completion of the first volume in November of the same year, and it was not then the policy of its conductors to conceal the circulation figures.

It is a great mistake to suppose that the office and work of the editor are deteriorating. Henry Watterson is yet alive, and Michael De Young, and Lafayette Young and St. Clair McKelway and many others. Fifty years ago newspapers were the personal organs of those who owned them, and these editors attained great publicity. The times now have changed and the newspapers are conducted upon more business principles. It is the "down-stairs" rather than the "up-stairs" which now controls the newspapers, and the identity of the editor is largely lost. This fact does not detract, however, in any sense from his merit. Never as now were newspapers possessed of so much worth. It would not be possible for such worth to be crowded into a newspaper except the controlling brain force were a man of more than average ability.

In the old days when Tweed was boss and Thomas Nast was using the full power of illustration to persuade the public that he was corrupt and should be removed, it is said that the Tammany chief said that he was indifferent to what the several papers of the city wrote of him editorially, but that he did feel the effect of the pictures which Nast drew of him. Tweed went on to say that any sort of a fellow, however ignorant he might be, could understand the vivid, truth-telling characterizations of the famous cartoonist. The truth of this is referable to advertising. An artist who understands his business by a few strokes of his pen can make plain and easily understood what a writer cannot communicate so well in a full column of writing. That advertiser or adwriter is wise, therefore, who uses the art of the illustrator judiciously.

THE newspaper has made possible the advertisement with all of its potentialities, and it is the advertisement after all that may disrupt the peace of the nations and bring on a frightful war. England, France, Germany and the United States are reaching out today in every direction to extend trade and thus keep busy the wheels of factories and to dispose of the overusage of the fields. Business men realize fully the value of publicity in a work of this kind. Already American advertisers are taking much space in English newspapers. Soon they will do the same in German, French and Russian newspapers. The European business houses soon will be advertising extensively in American newspapers. Markets must be found for wares, and the advertisement affords the best opportunity for finding the market. The competition thus brought about may become so active and acrimonious as to lead to appeal to the sword and the fortunes of war.

IN PRINTERS' INK for February 19 reference was made to certain doubt marks applied by the American Newspaper Directory to circulation ratings, based upon publishers' statements, and the *Engineering News*, a New York weekly, was specified as a paper to which the marks ought to be attached in the next issue of the Directory. Since that issue of PRINTERS' INK appeared, the *Engineering News* has exhibited a willingness and ability to prove the absolute accuracy of the circulation claims they have issued, and have met investigation in a manner that shows they claim an edition no larger than they issue. This is the first, the only instance, that has ever occurred where the doubt marks have been shown to have been applied without sufficient reason, and in this case they had not found place in the Directory, but were only spoken of as likely to find such place. The manner the matter was dealt with by the publishers of the *Engineering News* was worthy of all praise.

ONE may have the best goods in the world, and if he do not advertise them they will spoil upon the shelves. It is possible to find a market for any good thing. The success of Ripans, Omega Oil and half a hundred other articles proves the truth of this. Of course, if a thing do not possess merit, its day will be short.

THE Milwaukee *Sentinel* possesses a poetess who writes a catchy quatrain for the "ear" of each day's paper. Sometimes she satirizes a politician or a college professor, and at others she turns to the pages of PRINTERS' INK and versifies a bit of advertising wisdom. She has a most commendable habit of giving credit.

To catch the I, says PRINTERS' INK,
The adman maketh all his plays.
While some will blink, yet many wink
The other I, when played for Js.

WE gain wisdom through our troubles. I hope I have gained from my recent experience all the wisdom I am entitled to. I know that I certainly have learned rather numerous things, and among these is the fact that the general advertising agency business is a pretty unsatisfactory business. It requires a large amount of capital in proportion to the annual turnover. It requires more than ordinary commercial risks. It is transacted on small margin and at a large expense. It is full of details, multiplied by details, with a few more details thrown in, just to make it symmetrical. Most of these details are made up of other details, and each one of them has in it the possibility of loss. The assets of an advertising agent are largely such as bankers are unfamiliar with and are unwilling to loan money upon. They can see no value in an unexecuted contract, although that contract may represent a fair amount of profit and a considerable investment of real money. The advertising agent is neither fish, flesh, fowl nor good red herring. He is continually between hay and grass—between the devil and the deep sea.—Charles Austin Bates, in *Current Advertising* for March.

THE *Mining Record*, published at Colorado Springs, Col., at \$5 per annum, is said to be the only daily mining paper in the world. In a letter to PRINTERS' INK, dated March 3, 1902, Mr. E. G. Reinent, general manager of the *Mining Record*, says:

"Those of our advertisers who are reading PRINTERS' INK we happen to know are our most successful people. We believe this is due to the fact that they make a study of advertising, and as a general thing make judicious use of their space in our paper."

AN evening paper published in Frankfort, Ind., called the *Crescent*, has a commendable desire to have its rating set forth in Arabic figures in the American Newspaper Directory. The paper purports to be published by one Bayard Gray (supposed to be a descendant of Chevalier Bayard on the mother's side). In making out his circulation statement for the consideration of the editor of the Directory, Mr. Bayard proceeds along regular lines and the circulation of the paper is regular to a remarkable degree. He published precisely the same number of copies every day in December, viz., 1,650, and one of the most extraordinary things about it is that, although his paper only purports to come out six times a week, yet in some way, not explained by Mr. Bayard, it is made to appear on his circulation statement that he actually printed as many copies on Sunday as he did on any other day. Way back in February his circulation was only running 1,300 daily, but it was as large Sundays as on other days, and it appears that when Mr. Bayard Gray first made out his statement his edition was as large on the 29th, 30th and 31st of February as on other days, but for some reason unexplained he cuts out the editions for the last three days. Probably this was done on account of conscientious scruples. There are two other dailies in Frankfort, the *News* and the *Times*, but neither of them appear to be so fortunate as to have a descendant of Chevalier Bayard in the counting room to act as circulation liar.

PERSISTENCE is responsible for as many failures as successes. An advertiser who persists in doing poor advertising will be sure to fail.

COMMERCIAL relations between the United States and Spain have been resumed with apparently greater cordiality and certainly with greater activity than ever before. The figures of the Treasury Bureau of Statistics show that both the imports into the United States from Spain and exports from the United States to Spain were, with a single exception, greater in the calendar year 1901 than in any preceding year. Our imports from Spain during the year ending with December, 1901, amounted to \$7,040,758, and our exports to Spain were \$16,785,711. Comparing 1901 with 1891, it is shown that our imports from Spain have grown from \$4,906,475 to \$7,040,758, and that exports to Spain from the United States have increased from \$12,877,477 to \$16,785,711. Comparing present conditions with those of 1898, it appears that our imports from Spain have increased from \$3,608,308 in 1898 to the above mentioned figure, \$7,040,758; and our exports to Spain from \$8,050,475 in 1898 to \$16,785,711, as already stated. The exports from the United States to Spain are chiefly articles for use in manufacturing, cotton, lumber, crude mineral oil and tobacco being the principal articles in the list, by far the largest in the list being cotton. Our imports from Spain are chiefly fruits and nuts, wines, chemicals, corks and cork bark, and iron ore of a special grade not readily produced in the United States. Lemons and oranges form a much smaller proportion of the imports now than a few years ago, due to the fact that citrus fruits are now largely produced in the United States. The importation of raisins has also greatly reduced in value, by reason of the increased production of raisins in the United States. Imports of preserved and other fruits from Spain have, on the other hand, increased, as have also those of almonds and other nuts.

MR. F. E. BOOTHBY, General Passenger Agent of the Maine Central Railroad, sends the Little Schoolmaster a package of his latest advertising literature, gotten out to further the well-being of the hunting and fishing grounds of Maine, New Hampshire, Newfoundland and New Brunswick. The most attractive is a 48-page booklet entitled, "To Hunt and Fish," containing information of the sort that is prized by folks who are planning trips into the woods. It describes the fish and game of all localities in this extensive territory, gives names and location of lakes, rivers, ponds, towns, camps, hotels, railroad stations and postoffices, and tabulates terms, distances and modes of conveyance. The standard size of railroad folder has been adhered to, but by doubling some of the pages it has been made possible to print large halftones. Some of these, showing game, fish and scenes in the woods will compare favorably with the nature photos printed in some of the magazines. One of especial interest shows Madame Lillian Blauvelt, the opera singer, in her camp at Deer Pond, Me. A large map in the back of the book shows the country described in the text, and an admirable index enables a reader to find any pond, stream, lake or town, with all necessary information concerning its hotels, terms and guest capacity. It also indicates the page in the book where more detailed information will be found. Facts are in great demand with people who are planning outings, and Mr. Boothby has succeeded in compiling a veritable encyclopædia of the territory made accessible by the Maine Central. The cover of "To Hunt and Fish" is in colors and presents a scene which will please every true sport. Mechanically and typographically the book is of commendable excellence. There are also some excellent folders designed for distribution at the Boston Sportsmen's Show, the most attractive of which is one giving a station agent's record of the moose, deer and bear carried out of the hunting country during five years.

A DIALOGUE.

What are the facts of the change of ownership of the *New York Sun*?

Mr. William M. Laffan has bought of Mr. Paul Dana, representing the Dana estate, the 176 shares of the capital stock of the *Sun* Company. It is understood that the purchase price was \$700,000. The total number of shares of the *Sun* Company is 350.

Does Mr. Dana go out?

No; I understand he continues his editorial relation with the *Sun* newspaper.

But Mr. Laffan is the directing force?

Yes.

Well, has not that been so for a good while?

I think it has ever since Mr. Charles A. Dana's death.

It was not so in the lifetime of the elder Dana, was it?

No, but Mr. Laffan was for many years preceding the elder Dana's death a potential factor in the *Sun's* affairs.

Is he much more potential now than he has been for a dozen years?

I think he is.

You do not know the facts as stated of your own knowledge?

No, but I happen to know that one day, about two weeks ago, Mr. Dana deposited \$700,000 with the Colonial Trust Company.

GEORGE WASHINGTON died and the country survived. His death was a ten days' talk and then people talked of somebody else. Napoleon went to St. Helena and a Bourbon occupied the throne of France. What is true of illustrious men is true in greater degree of those who have not achieved eminent distinction. To succeed in advertising one must keep himself constantly before the public. When he ceases to advertise people forget him. Who remembers Hembold now? Yet time was when he and his buchu preparation were the talk of the country. When a man ceases to work he deteriorates mentally; when a business man stops advertising his sales decrease visibly.

THE MIRACLE PILLS.

The reproduction shown below is part of an ad for Miracle Pills, which, according to Cote & Co., Bic, Rimouski County P. Q., had appeared in two hundred Canadian weeklies and dailies for two months and brought but a single applicant for the free automobile.

Coupon.

| |
|---|
| Messrs R. Côte & Cie, Bic, Rimouski Co. P.Q. |
| This entitles me to the property of the Automobile that I will get free if you have received coupons and I am the nearest guesser. |
| Name..... |
| Address..... |
| I sendenclosed a wrapper of your Miracle Pills. |

The original ad occupied about 12 inches space, three columns wide, and held out an award of an American-made automobile valued at \$1,500 to the person who returned the largest number of coupons. Each coupon had to be accompanied by a Miracle Pill wrapper, the purchase of which cost the sender 50 cents, which is the retail price of a package of the pills.

The advertisers submit the case to PRINTERS' INK for the purpose of ascertaining what explanation the Little Schoolmaster will give for the fact that it is possible to do so much advertising without producing a greater result. PRINTERS' INK has an opinion, but rather than express it just now would be glad to hear from some of its pupils for the purpose of ascertaining how wise the wisest one may show himself to be.

WINDOW SIGNS.

The window sign is an important adjunct to local advertising and all other kinds of retail advertising.

It is a sort of last step. It is a clinching blow after the nail comes through.

It is a reminder. There goes John Smith, bustling down the street, his mind full of his own business to such an extent that the special sale you advertised in the newspaper has entirely slipped his mind.

As he is about to pass your store your window sign reaches out to him and buttonholes him and says:

"Here, Smith, these are the bargains in the overalls you read about in our ad this week."

Then Smith is brought back on the earth, and he may stop in then to see what you are offering, or he may do so on his way back, or he may wait until he brings his wife along. At any rate, you have reminded him, and he is apt to remember it.

Window signs do more than this. They furnish reading for people at a time when people are in the best mood for reading short printed things.

When folk stop to look into your window, they are bound to read your window signs.

Isn't it the same way with you?

Folks on the street seem to be hungry for such things. They are susceptible to new sights and sounds. They haven't anything particular on their minds. They will read your story if it is short and worth reading.

A window sign may be made not only bright and attractive, but persuasive. A few words in it may start up a whole train of thought in the reader's mind. It may sound as if there is lots back of it.

It is a wise plan generally to give people a chance to think—to give them a hint on which they may work. Start a man studying out your proposition and he will convince himself.

Another sphere that a window sign occupies is to appeal to people who do not read the local paper. There are such souls even at this day of growth in most every country community.—*Good Advertising.*

DON'T BE UNDULY STRENUOUS.

While there is no particular virtue in writing an advertisement on a milk-and-water plan, neither is there anything gained by giving it so much enthusiasm that it will fairly consume itself. Folks rather like to supply some of the information themselves. It is human nature for the average reader to give a fact, plainly put, a coating of extra strength in his own mind. When a man reads an advertisement that strains and does its level best to convince him, that man generally takes it with a pinch of salt. He would not be human if he were otherwise. But, if the advertisement is laid along dispassionate lines, giving its arguments calmly and truthfully, without undue agitation, the reader does not feel called upon to argue against it, because the feeling does not lay hold of him that that ad is working to win him over in spite of himself.—*Current Advertising.*



The local weekly is the paper of the Home. The entire household thoroughly peruses its columns.

The daily is read quickly, but the local weekly is read well. The daily is for one day; the local weekly for seven.

There are 1,500 of these local weeklies in the Atlantic Coast Lists. They reach one million families from Maine to Mississippi.

One order, one electrotype, only needed.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK

\$50 \$100 \$25

1902 AD CONTEST

ELEVENTH WEEK.

In the 1902 PRINTERS' INK ad competition twenty-nine competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on the opposite page is thought to be the best submitted during the respective week.

This advertisement was constructed by Geo. W. Wagenseller, editor and publisher of the Middleburgh (Pa.) *Post*, and it appeared in that paper of March 6, 1902.

In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Wagenseller when the marked copy of the paper was received. Two additional coupons, one to Mr. Wagenseller and one to the advertising manager of the *Post*, were sent in accordance with the terms of the competition when a selection of the best ad for the eleventh week had been made.

Mr. Wagenseller's advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the regulations which govern the contest.

Each of the twenty-eight unsuccessful competitors for the honors of the eleventh week received a coupon good for one year's subscription to PRINTERS' INK, as a partial consideration for their efforts in accordance with the terms of the contest.

The eleventh week has again been conspicuous for the large number of ads submitted and the superior quality of many of them.

Adwriters everywhere will be interested in the progress of this competition and in taking note of the genius and ability exhibited by the adsmiths, amateur or professional, who take a part. An opportunity is thereby offered to bright men to obtain an amount and quality of publicity which money could not easily buy.

Amateur adsmiths will not fail to appreciate that the competition offers a rare opportunity to have their successful work passed upon, not only by the Little Schoolmaster in the Art of Advertising, but by all his pupils everywhere, and the class includes the successful advertisers of the civilized world.

The ads which the competition for 1902 calls for need not necessarily be display ads—they may be short essays if one so prefers, published as provided in the conditions set forth elsewhere in this issue.

It is perhaps of interest to state that among the competitors for the awards in the PRINTERS' INK 1902 ad contest editors and publishers of country papers take an active part. So far four have scored weekly distinction, viz., James W. Brackett, of the Phillips (Me.) *Maine Woods* (first week), J. Harry Reed, of the Rogers (O.) *Noontide* (third week), E. S. Hanson, of the Whitewater (Wis.) *Register* (seventh week), and the prize winner of the present week. Country editors are the natural pioneers for spreading good advertising ideas among a class of merchants which cannot well afford the hire of experts.

Don't give up because your first attempts at advertising fail—find out the cause and avoid a repetition of the same.—*White's Sayings*.

Study the Schoolmaster of Advertising

PRINTERS' INK, published weekly, is the established authority of advertising magazines and gives the best food for thought to those who wish to reach out for business.

It deals with the cold, hard facts—those that are indispensable for a successful advertising campaign.

It teaches the novice to avoid waste in advertising appropriations, and to secure the most desirable results with as small a sum as possible.

PRINTERS' INK is called the "Little Schoolmaster of Advertising," because it was the pioneer in the field of successful work.

It stands to-day as a text book on the subject of advertising, and it is so broad-gauged that no good ideas will be rejected.

PRINTERS' INK is published every Wednesday at 10 Spruce Street, New York. Send five dollars for a year's subscription or 10 cents for a sample copy.

Right Methods Always Count

Printers' Ink Competition for 1902.

1 The adsmith desiring to compete shall prepare an advertisement, such as he believes is calculated to influence the reader of it to become possessed with a desire to subscribe for and read PRINTERS' INK—The Little Schoolmaster in the Art of Advertising.

2 When he has prepared his advertisement he shall cause it to be inserted in some newspaper. It does not matter in what paper or periodical it appears, who owns it, or what its circulation or influence, the only point insisted upon is that the adsmith who prepares the advertisement shall cause it to be inserted in a newspaper or periodical of some sort.

3 When the advertisement has appeared as above specified, the adsmith competing shall send by mail a marked copy of the periodical in which he has caused the advertisement to appear, said copy to be addressed simply PRINTERS' INK, No. 10 Spruce Street, New York.

4 The adsmith shall also cut out a copy of the advertisement prepared by him, and inserted as above specified, and shall send the same in a sealed envelope, under letter postage, addressed to the editor of PRINTERS' INK, together with his own name and address, and the name and date of issue of the paper or periodical in which the advertisement has appeared.

5 The editor of PRINTERS' INK will on his part receive the advertisements and papers sent as above and take due note of each.

6 In acknowledgment of and partial payment for such advertisement so submitted, a coupon shall be sent to the adsmith by return mail good for a copy of PRINTERS' INK, to be sent for one year to any person whose name is written across the back of the coupon when returned for redemption.

7 Every week the best advertisement that has been submitted up to the date of going to press will be reproduced in PRINTERS' INK for that date, together with the name of the adsmith by whom it was prepared. The name and date of the paper in which it appeared will also be stated, and two additional coupons, each good for a year's paid in advance subscription to PRINTERS' INK will then be mailed, one to the adsmith and the other to the advertising manager of the paper in which the advertisement had insertion. These additional coupons can be used as presents to some one likely to appreciate and be benefited by the weekly teachings of The Little Schoolmaster in the Art of Advertising.

8 In the issue of PRINTERS' INK for the week following, a second advertisement will be produced, being the best one sent in since the previous selection was made, and another in issue of PRINTERS' INK that follows, and so on until the competition is closed, and with the appearance of each of these issues, two additional coupons will be duly forwarded, each good for a year's subscription to PRINTERS' INK, to any address written on the back of the coupon when returned for redemption, one coupon being for the disposal of the writer of the advertisement

for that week and the other for the business manager of the paper or periodical in which it appeared.

9 Whenever it is thought that the competition has proceeded far enough, and in any event not later than in December, 1902, there will be published in PRINTERS' INK the names and addresses of every adsmith who has been so fortunate as to produce an advertisement that has been thought superior to any other sent in during any single week, and from among these there shall be chosen the twelve whose advertisements are thought to be superior to each and all of the others submitted, and thereupon the twelve will be asked to supply each a photograph of himself, from which it will be possible for The Little Schoolmaster to have made half-tone portraits for reproduction in PRINTERS' INK, and on the week following there will be reproduced reduced fac-similes of the twelve advertisements thought most deserving, and from among the twelve three will be selected, those which are thought more deserving than either of the other nine, and to the constructors of these three will be paid over cash prizes as follows :

\$100 to the adsmith who produced the ad that is deemed the best of all.

\$50 to the adsmith who produced the ad that is second in merit.

\$25 to the adsmith who produced the ad that is third in merit.

10 Of the twelve papers or periodicals in which these best twelve advertisements appeared, the six that are credited with the largest circulation in the latest issue of the American Newspaper Directory shall each be entitled to the free insertion of a full-page advertisement in PRINTERS' INK, for which the net cash price is one hundred dollars, said page advertising to be used when wanted within six months after the awards have been announced.

11 Every adsmith will make up his advertisement in his own way, and give it such space and display as fairly represents $\frac{1}{4}$, the price of a year's subscription to PRINTERS' INK, for every competitor will be entitled to a year's subscription to PRINTERS' INK, as part pay for his advertisement, even if he fails to secure one of the cash prizes.

12 There is no limit to the number of times that may be essayed by one adsmith. He may, if he chooses, make a new trial every week while the competition is open. Should one man construct all of the three advertisements that surpass the others in merit, there is no condition of the contest that would forbid the giving of all three prizes to one man.

ADVERTISING THAT PAYS.

Poultry advertising is just as essential to the breeds as good stock, for without either one you cannot do business. Advertising one's stock can be accomplished in a number of ways. Some use nothing but circulars, others depend upon their winnings at the winter shows for publicity, but the most of those who have been successful in the fancy have been those who have used the poultry press, not once, but all the time. Just try to name the breeders who in your memory are at the top of the ladder, and you will find that they are all heavy advertisers. As to what constitutes good advertising is as yet a matter to be determined, for what will sell goods to-day will not bring an inquiry next time. The fellow that thinks he can write a good advertisement is the fellow who has never sat down and tried hard. The essential points of an advertisement are to state, in the first place, what you have for sale. The next is why you think your stock is worthy of purchase, what qualifications its possesses that would be an inducement to purchase, and the price you will sell it for. A mere statement of facts is all that is necessary, and trying to be funny, or to write a freak advertisement, never gets you a thing. A good illustration of your stock, or your own face in your advertisement, is considered helpful to the attractiveness of an ad, and goes a long way toward pushing it out before the eyes of the reader.

Most of the poultry papers now published have competent men who thoroughly understand their business in the composing room, and will set your announcement in an attractive way, and in the best position possible. Another thing, it would hardly pay a manufacturer of coffins to advertise his goods in a farm implement journal, and it is therefore about as unprofitable for a poultryman to advertise in any other paper than a poultry paper. If you have iron for sale advertise it in a paper devoted to that article, and which is read by people interested in that subject. Nothing will bring the returns as well as a paper devoted to poultry. Now as to circulation. If a fellow is out hunting, and has only one quail to shoot at, his chances are slim for quail on toast, but if he has twenty to shoot at, there is a possibility of his securing some of the birds. That's the whole circulation business in a nutshell. You want to pick out a journal in which to place your advertisement with a guaranteed circulation, and one that reaches those interested in that which you have for sale. Those journals which are always blowing so hard as to the millions of copies they are printing each month are not always the best business bringers. A journal with 5,000 subscribers, who pay for their paper and read it after they get it, and also interested in its contents, will always bring more returns to the advertiser than the big blow-hard paper, which sends its copies to hod carriers and boot blacks, irrespective of their knowledge of the poultry business, and which are not read or even opened by those

receiving them. Investigate the journal's claims when they talk about the wonderful results obtained by those using their columns, and don't always believe the smooth-talking agent. Again, too many people think that last year's advertising will sell this year's goods, some one has said, but this is all right, too. Good advertising will live almost forever. F. J. Marshall, a prominent breeder of the South, told me not long ago "that he had just sold a pen of fowls from an inquiry that he had received that week, which was the result of an old advertisement seen in a paper twelve years ago, and from a paper now out of existence." He said "that he keyed all his advertisements and knew exactly where this inquiry had come from," so that there was no doubt about it. I have sold stock myself from advertisements that appeared three years ago, so I am a firm believer that a good advertisement will live as long as it is readable, and will pay up to that time. The only way to advertise is all the time, then you are sure of it. If your business is of such a size or nature that you cannot carry a large advertisement, take a smaller one and run it continuously, rather than a larger one only occasionally. The breeders' cards in most journals are cheap and pay good returns.—C. H. Icken, *Poultry Investigator*.

THEY'RE READY.



My Winning Golden Wyandotte Show Birds are ready. They're the choicest from a flock of 1,000 of the best birds I have ever raised—all bred from blue-blooded winners of first and second prizes at New York and Boston—and they're going to be the cause of some tall hustling at the fall shows.

They're right in every way—color, shape, comb and lacing are just what they should be.

Prices range from \$5 to \$15, according to marking and exhibition points; but, whatever price you pay, you'll get a great big dollar's worth of the best stock that ever scratched the ground, for every dollar you send me.

SPECIAL. Because I don't want to own them after Nov. 1st, 300 early Golden Wyandotte Cockerels are to go at \$3 each. Five dollars after Nov. 1st, if any are left. These will produce prize-winning stock if properly mated.

"Money back if you want it," always

Good for any amount between \$10 and \$150. I will not accept any less than \$50. They're worth, and it's true.

FRED BORMAN, P. O. Box 906, DANBURY, CONN.

Phone 24, BORMAN, N.Y.

A SAMPLE OF AN ATTRACTIVE MAILING CARD, ORIGINAL SIZE, 3½ BY 7½ INCHES.

Supremacy of the Morning Paper.

The Daily Saratogian (N. Y.) recently published an article, which said:

"The evening paper is pretty generally conceded by the largest advertisers as the one that bring the best returns, for its circulation is largely in the home."

This impression is not verified by the advertising in the daily papers of New York City. A comparison of the morning and evening papers for the month of February appears to establish the supremacy of the morning paper over the evening paper, at least in the estimate of the advertisers.

During February the New York morning papers carried 2,588,226 lines of advertising, of which 1,054,732 were on Sunday, against 1,126,418 lines in the evening papers.

Even with the exclusion of the Sunday morning issues, the preponderance of the week-day morning publications was thirty-six per cent.

The dry goods advertisers are unquestionably the largest and most successful users of newspaper space. The February figures in New York City show the following comparison:

DRY GOODS ADVERTISING.

| | <i>Seven Morning Papers.</i> | <i>Seven Evening Papers.</i> |
|--------------|------------------------------|-------------------------------------|
| Times.. | 153,634 lines | Journal..... 109,912 lines |
| Journal..... | 134,853 " | Telegram..... 101,038 " |
| Herald..... | 108,109 " | World..... 64,357 " |
| World..... | 96,546 " | Mail & Express..... 48,417 " |
| Sun..... | 39,426 " | Commercial Advertiser..... 26,187 " |
| Press..... | 35,730 " | Sun..... 21,320 " |
| Tribune..... | 31,618 " | Post..... 16,273 " |
| Total..... | 599,916 " | Total..... 387,504 " |

Excess of morning papers over evening papers, fifty-four per cent, equaling 212,412 lines in dry goods advertising.

On all those classifications which are supposed to interest the home, as distinguished from those which appeal to the counting room, the preponderance of the morning paper is more marked, as will appear from the following:

FEBRUARY, 1902.

Morning. Evening.

| | | |
|-------------------|---------|---------|
| Dry Goods..... | 599,916 | 387,504 |
| Amusements..... | 109,772 | 41,895 |
| Instruction..... | 13,688 | 995 |
| Wanted..... | 304,937 | 4,135 |
| Publications..... | 90,303 | 27,372 |

Total of all classifications 2,588,226 1,126,418

In Philadelphia, the same situation prevails, the morning papers carrying a larger quantity of advertising as compared with the evening papers. The Boston papers carry all of the advertising through the morning and evening editions, for one price, so there is no basis in that city for comparison.

In circulation, as in advertising, the morning papers of New York City are in the ascendancy; the total daily paid circulation of the morning newspapers of New York City being 918,000 against an actual sale of 870,000 evening papers.

In the city of St. Louis, during the year 1901, 40,000 columns of advertising were printed in the morning, against 21,000 columns in the afternoon.

Special Issues of Printers' Ink

HOTEL & SUMMER RESORT EDITION : : : : Press-Day, March 26

It goes to . . . **19,200** Hotels and Summer

Resorts in the United States and Canada, in addition to the regular issue.—Issued to secure subscriptions and to interest the proprietors in the advantages of Newspaper Advertising. This special edition will call for more than 19,000 sample copies, and offers Newspapers an exceptional opportunity of advertising their merits, special terms and advantages to all Hotel and Summer Resort Proprietors in one issue of one paper at a price no higher than that demanded for a regular edition.

ADVERTISING RATES.—Page, \$100; larger or smaller spaces pro rata.

SCHOOL EDITION : : Press- Day, April 16

It goes to . . . **6,000**

Schools and Colleges in the United States and Canada, including Commercial Colleges and Training Schools, in addition to the regular issue.—For the purpose of increasing the subscription list among this class of people, a sample copy of PRINTERS' INK, that goes to press this day, will be sent to every school and institution of learning in the United States, as catalogued in the American School Directory. It will be issued at an opportune time to influence School Advertising, as the edition will be in the hands of the School Managers just before they make their contracts. Newspapers and Magazines are invited to use this edition for advertising the merits of their publications.

ADVERTISING RATES.—Page, \$100; half page, \$50; quarter page, \$25; line, 50c., or, if classified, without display, 25 cents.

THE primary purpose of these Sample Copy Editions is to induce new subscribers and additional advertising patronage for PRINTERS' INK, the little Schoolmaster in the Art of Advertising. The special issues of PRINTERS' INK can be used by the high-grade and first-class advertising medium, for each issue reaches a desirable class of probable patrons.

The latest day for each issue is as stated. Every attention will be given advertisements in the matter of typesetting. The advertiser who sends order and copy by return mail will be sure of attention.

Five per cent discount for cash in full payment with order.

The advertiser who must have a special position for his announcement is reminded that PRINTERS' INK is a small paper and special positions are scarce. Twenty-five per cent additional will be charged for special position if granted.

Address orders to
PRINTERS' INK
 10 Spruce St., New York

BEST AGRICULTURAL
NEWSPAPER.



PRINTERS' INK has in the past few years awarded six sugar bowls to newspapers and trade papers, and the recipients of these distinctions have often asserted the moral as well as direct business value that had accrued to them from these awards.

A seventh award will be made within the next few months to the agricultural paper, weekly, semi-monthly, monthly or however issued, that better serves its purpose than any other as an educator and counsellor for our agricultural population, and best serves as an economical medium for communicating with that class through its columns and on the fairest terms, price and value considered.

There are over five hundred agricultural papers in the country, including dairy, horticulture, floriculture, drainage and irrigation, live stock and horse publications.

Publishers of agricultural papers, or their friends, are invited to submit such claims for consideration at the hands of the Little Schoolmaster.

WILMINGTON, Vt., Mar. 4, 1902.
Editor of PRINTERS' INK:

As a reader and admirer of the *Farm Journal*, published at Philadelphia by Wilmer Atkinson & Co., would like to say why I think it best serves the purpose of educator and counsellor for our agricultural population. On a hill way up in Vermont is a whole family that has taken the *Farm Journal* for twenty years, and read it, too, and enjoyed it, and been benefited by it in many ways. It is unlike other papers of its class in many respects: 1st, in its short, pithy articles that go right at the heart of things; 2d, in the tone and vim of its reading matter, urging farmers up into higher and better ways, agricultural and domestic. It is a bugle call to activity and duty, arousing the indolent to the necessity of bettering their condition and that of those around them; 3d, in its advocacy of helpfulness to one another and care and kindness in the treatment of "our other friends"—the dumb animals.

In short, in the *Farm Journal* we find the wisest suggestions, the quaintest sayings, the choicest selections of prose and the richest and most appro-

priate gems of poetry. In all these respects it is unique and without a peer, and I gladly pay this sincere tribute to its worthiness and worth. In price it comes almost as cheap as the air we breathe and the water we drink.

E. A. FITCH.

G. G. HARMAN, M.D.,
523 Penn Street. County Coroner.
HUNTINGDON, Pa., Mar. 4, 1902.

Editor of PRINTERS' INK:

In response to your request on the merits of a journal or newspaper which better serves its purpose "as an educator and counsellor for our agricultural population," etc., I desire to say a word or two in favor of the *Farm Journal*, of Philadelphia. As an educator it has no superior; as a counsellor it has no superior; as an exponent of good common sense it has no superior. As to the extent of its readers, it is beyond enumeration, for it has so many friends that to each subscriber there are at least six readers not only in the family but neighbors as well. I have been a subscriber for at least 15 or 20 years, and feel that I never can do without it, as it is read and reread by every member of the family, and as it lies on my office table it is eagerly sought by many of my office patients. So that I am very sure that the *Farm Journal* has no superiors, and I have numerous friends who are of the same opinion.

Very respectfully yours,
G. G. HARMAN.

SPRING VALLEY, N. Y., Mar. 6, 1902.

Editor of PRINTERS' INK:

Please permit me to write a few complimentary words in behalf of our little agricultural friend, the *Farm Journal*, published in Philadelphia. This little nugget of knowledge comes to my table regularly once a month, and gets my undivided attention at the very first opportunity I have to read it. It gives the same feeling that every one has experienced when taking the hand of some big-hearted, whole-souled farmer, when he bids you come in and make yourself "at home." There is in this periodical that kind of good advice cheerfully given on so many everyday problems that we feel sure of the result if we follow this little friend in everything it says. In reading the large number of advertisements to be found on its pages we sometimes think there is a "fishy" flavor to this or that one, but the care displayed by the editors in the acceptance of an advertisement gives us the assurance of "fair play," and we buy of the advertiser without fear. Another noticeable feature displayed all through the different issues is the sound teaching of carefulness, thriftiness and strict economy. Notice the many words of advice and warning given to its readers upon the proper care and management of our faithful dumb friends—horses, cattle, sheep and dogs. How many, many poor animals owe their better condition to-day to their little champion who stands by them? Then there is old "Peter Tumbledown," true as life. Who knows the number of his kind that have been shamed into leading a better life, and now have hinges on their barn doors instead of poles

bracing them shut? The wife is happier, too.

Again, what paper has said more to the farmer about his boys? "The boy is father to the man," and these American farm boys need just the encouragement advocated by the *Farm Journal*, viz., give the boys certain young stock to raise and sell, the proceeds to be their own. The result will be, that instead of longing for city life and a chance to earn money there, he will be happy and contented on the farm. In conclusion, I would say that the *Farm Journal* is the cheapest and best all-round agricultural paper that I have any knowledge of, and as an advertising medium must rank second to none.

Very respectfully,
W. PARKER SMITH.

MALONE, Va., Mar. 6, 1902.

Editor of Printers' Ink:

With regard to your prize offer of the seventh Sugar Bowl, how about the *Farm Journal*? As an educator and counsellor for rural population; as an advertising medium; as protection to the patrons of its advertising columns, "it can't be beat!"

It fits the rural districts to a dot. It can tell us more in a few words than any paper I know of for ten times the price. Respectfully,

J. M. EDWARDS.

PHELPS, N. Y., Mar. 6, 1902.

Editor of Printers' Ink:

Your seventh Sugar Bowl, to be awarded to the best agricultural paper, in my judgment should be awarded to the *Country Gentleman*, and for the following reason:

I had some sixty odd bushels of seed potatoes, and expended a little over a dollar in an advertisement of them in the *Country Gentleman*, and within a week from the issue that contained the ad every potato was sold. It is now nearly a month since I advertised, and the orders are still coming for those seed potatoes, and the orders are not confined to this State alone, as some have come from Iowa and West Virginia, and a great many inquiries from nearby States.

Whenever I have anything to sell I advertise it in the *Country Gentleman*, and then I am sure of a sale. I consider the *Country Gentleman* the best advertising medium to be had at any price. It is "the" agricultural paper of the present day. Very respectfully,

F. G. BRINGER.

Established 1856.

RIVERSIDE HERD OF AYRSHIRE CATTLE
AND SHETLAND PONIES.

J. F. CONVERSE & CO.

WOODVILLE, N. Y., Mar. 7, 1902.

Editor of Printers' Ink:

Regarding your offer of a prize to the best agricultural paper, it gives me great pleasure to offer my testimony in favor of the *Country Gentleman*, having read it ever since its publication. We take a half dozen other publications, and the *Country Gentleman* is the first to be read. Its doctrines and teachings are always conservative, correct and intelligent. It is the hand-book for progressive farmers and stockmen all over

the country. It is the brightest star in the galaxy of agricultural publications. Its editors are up-to-date, progressive, brainy men, always interested in all that pertains to true agriculture.

J. F. CONVERSE.

MANHEIM, Pa., Mar. 8, 1902.
Editor of Printers' Ink:

As I think, the *Farm Journal* is entitled to the seventh Sugar Bowl, which I understand you will award to the paper which possesses the most merits. I am a subscriber to the *Farm Journal* ever since I get news and have induced many other farmers to subscribe, and don't expect to ever be without it. Hoping you may add these few words to the merits of the *Farm Journal*, with best wishes, I remain yours,

H. H. HERSHEY.

MARLBORO, Mass., Mar. 9, 1902.

Editor of Printers' Ink:

Learning that you are to make another Sugar Bowl award, I beg to say a few words in the interest of the *Farm Journal*. No agricultural paper published to-day is doing so much to educate the farmer at home and abroad as the *Farm Journal*, and as a counsellor it is never found wanting. Take Prince Edward Island as an example—prosperity is manifest on all sides, and the most prosperous farmers take the *Farm Journal* and live up to the knowledge gleaned from the pages of this great paper.

If you care to test the truth of my statement come to my island home this summer during your vacation days, and I will entertain you to your heart's content. You shall ride behind the fastest horse in three Provinces, eat the sweetest strawberries, catch the biggest sea trout and visit many beautiful farms conducted on the *Farm Journal* plan.

Sincerely yours, C. W. LEECH,
267 Lincoln street.

AUBURN, N. H., Mar. 5, 1902.

Editor of Printers' Ink:

Having my attention called to a proposition lately appearing in your journal relating to your periodical dispensation of beneficence to the craft, in the shape of a Sugar Bowl, I ask permission to say a pleasant little word in praise of the *Farm Journal*, a little, big agricultural paper which makes its stated visit to our home, and with which presumably you are familiar. I do this with much pleasure, and without solicitation. It is evident enough to us that the management of the *Farm Journal* has abundance of "sugar," but whether they have a "bowl" in which to keep it is not quite so evident. I shall be real glad to do what I may to secure for them a complete outfit, doubting not that if they are so fortunate as to become recipients of your generous favor, they, too, will be ready to "assert the moral as well as direct business value that has accrued to them from these awards."

It was a fortunate circumstance which brought to our attention this excellent paper. Though a preacher by occupation, I am intensely interested in agriculture, and find considerable leisure to devote to some of the many de-

tails of farm husbandry. I reside in a farm neighborhood, and have always found it convenient, as well as congenial, to share with my people the labor, profit and delight of tilling the soil. Besides, there is a certain flavor belonging to the occupation, a sort of freedom, and a real good-fellowship not often found otherwise. The editor of a farm journal is apt to be a broad-minded man; a lover of the home, social, versatile and good-natured. He is apt to be honest and industrious, patient and obliging. These are virtues which may be said to be indigenous to the soil. He likes everybody and knows everybody.

That the editor of the *Farm Journal* is this sort of man goes without the saying, with everybody familiar with the spirit and tone of that paper—with its budget of good and useful things which crowd its columns. It is amazing to see how much pleasure and profit can be crowded into limited space by his system of packing. We read the paper from end to end, and often re-read it, and every item has for us a practical and pleasurable utility. Common sense (often uncommon), sparkling wit, valuable information, and eminently wise suggestion, and withal and running through all abundant good cheer, are notable characteristics of the *Farm Journal*. Having the enterprise and good fellowship of the *Agriculturist*, the social and home refinement of the *Boston Cultivator*, the versatility and rugged morality of the *New England Farmer*, it also teems with the proverbial philosophy and shrewd observations and splendid common sense of Benjamin Franklin. It is easily the brightest, neatest, cutest, civilest, best-mannered, best-informed, most obliging visitor which ever comes to brighten our home. My wife says "admirable," the children say "jolly," our dog Dick wags it "welcome," and pussy Dixie purrs with unwonted delight whenever the paper comes in. It puts all on our best behavior the moment it crosses the threshold. Agreeable in variety of topics, it treats them all uniquely and fairly. It tells about the things we wish to know, tells them tersely and intelligibly. It is honest, homespun and modest all through. It invites our confidence by looking us squarely in the face, though it is never brazen or self-opinionated. It is tractable and willing to learn, and never makes faces or says unmanly things of its contemporaries. It is thoroughly up-to-date and progressive, good as the best, and good enough.

ALBERT E. HALL.

FILSTON FARM,
Glencoe, Baltimore Co., Maryland.
City Office, 524 N. Calvert Street,
Baltimore.

BALTIMORE, Md., Mar. 11, 1902.
Editor of PRINTERS' INK:

Will the Little Schoolmaster consider the claims of the *Country Gentleman* when awarding their seventh Sugar Bowl?

This agricultural paper is unique in many respects. Its dignity, breadth of mind and conciseness are not equalled in its class.

Its scope of news, the character of its

teachings (for agriculture is still in its infancy in this country), give it a value to progressive agriculturists that renders the paper indispensable.

The class to which this paper appeals (and they are scattered in increasing numbers throughout this country), are the class that avail themselves of the opportunities afforded by advertising in the columns of this great paper, and from personal experience I am justified both as an advertiser and a reader to make these statements.

A. B. GARDINER, JR.

WHY YOU SHOULD READ PRINTERS' INK

AUBURN WAGON COMPANY.

MARTINSBURG, W. VA.,

February 28, 1902.

I have been a constant reader of your little, but valuable journal, almost since its birth.

Have watched its growth from infancy to childhood; from childhood to manhood, until it has now reached the vigor of life.

It has suggested many profitable ideas and opened up for me a wider range of thought. It has brought me in closer touch with the advertising world and its strenuous side.

It has taught me to "dabble" in "ad'" writing, upon an amateur scale, yet with splendid results.

So wide is its range of educational facilities that I have been enabled to apply its methods and principles to other lines besides the wagon business, with the result that my colleagues on the various committees and organizations which I serve always marvel at the resourceful ideas suggested, but I always reply that my instructor is PRINTERS' INK.

To any young man starting in life, with a common school education, I would suggest PRINTERS' INK for his standard literature. Truly yours,

MAX ROBINSON,
Treasurer and Manager.

What the Little Schoolmaster has taught Mr. Robinson, he can teach every other young business man, who has his eyes open and is willing and determined to succeed. PRINTERS' INK costs five dollars a year—it's the best investment a young man can make. Do it now.

A ROLL OF HONOR

Below is printed a Roll of Honor of publications whose circulation records have been examined by the Association of American Advertisers.

American, Baltimore, Md.
 News, Baltimore, Md.
 Herald, Baltimore, Md.
 Courier, Buffalo, N. Y.
 Enquirer, Buffalo, N. Y.
 Evening News, Buffalo, N. Y.
 Orange Judd Farmer, Chicago, Ill.
 The Advance, Chicago, Ill.
 Journal American Medical Association, Chicago, Ill.
 Household Guest, Chicago, Ill.
 Abend-Post, Chicago, Ill.
 Breeders' Gazette, Chicago, Ill.
 American Swineherd, Chicago, Ill.
 Daily News, Chicago, Ill.
 The New Voice, Chicago, Ill.
 The Alkaloidal Clinic, Chicago, Ill.
 The Epworth Herald, Chicago, Ill.
 N. W. Christian Advocate, Chicago, Ill.
 Farm, Field and Fireside, Chicago, Ill.
 The Baptist Union, Chicago, Ill.
 Junior Baptist Union, Chicago, Ill.
 Photo-Beacon, Chicago, Ill.
 Inter-Ocean, Chicago, Ill.
 Press, Cleveland, O.
 Plain Dealer, Cleveland, O.
 Waechter Und Anzeiger, Cleveland, O.
 Capital, Des Moines, Ia.
 News, Des Moines, Ia.
 To-Day, Detroit, Mich.
 Journal, Detroit, Mich.
 Tribune, Detroit, Mich.
 News, Detroit, Mich.
 News Tribune, Detroit, Mich.
 Michigan Christian Advocate, Detroit, Mich.
 Abend-Post, Detroit, Mich.
 Post, Hartford, Conn.
 News, Indianapolis, Ind.
 News, Joliet, Ill.
 Times-Republican, Marshalltown, Ia.
 Northwestern Chronicle, Milwaukee, Wis.
 Catholic Citizen, Milwaukee, Wis.
 Western Teacher, Milwaukee, Wis.
 Free Press, Milwaukee, Wis.
 Herold, Milwaukee, Wis.
 Journal, Milwaukee, Wis.
 Acker und Gartenbau Zeitung, Milwaukee, Wis.
 The Housekeeper, Minneapolis, Minn.
 Northw'n Agriculturist, Minneapolis, Minn.
 Journal, Minneapolis, Minn.
 Farmers' Tribune, Minneapolis, Minn.
 Times, Minneapolis, Minn.
 Farm, Stock and Home, Minneapolis, Minn.
 Star, Muncie, Ind.
 Munsey's Magazine, New York, N. Y.
 The Puritan, New York, N. Y.
 The Argosy, New York, N. Y.
 The Quaker, New York, N. Y.
 The Delineator, New York, N. Y.
 The Literary Digest, New York, N. Y.
 Jewish Abend Post, New York, N. Y.
 Public Opinion, New York, N. Y.
 Success, New York, N. Y.
 Pearson's Magazine, New York, N. Y.
 Collier's Weekly, New York, N. Y.
 Evening Telegram, New York, N. Y.
 The Independent, New York, N. Y.
 Jewish Evening News, New York, N. Y.
 American Agriculturist, New York, N. Y.
 The Intelligence, Oak Park, Ill.
 The Week's Current, Oak Park, Ill.
 Farm Journal, Philadelphia, Pa.
 Medical World, Philadelphia, Pa.
 Inquirer, Philadelphia, Pa.
 Record, Philadelphia, Pa.
 Ladies' Home Journal, Philadelphia, Pa.
 North American, Philadelphia, Pa.
 Telegraph, Philadelphia, Pa.
 Saturday Evening Post, Philadelphia, Pa.
 Bulletin, Philadelphia, Pa.
 Press, Pittsburg, Pa.
 Gazette, Pittsburg, Pa.
 Chronicle-Telegraph, Pittsburg, Pa.
 Journal, Providence, R. I.
 Bulletin, Providence, R. I.
 Democrat and Chronicle, Rochester, N. Y.
 Post-Express, Rochester, N. Y.
 Republican, Springfield, Mass.
 News, Springfield, Mass.
 New England Homestead, Springfield, Mass.
 Good Housekeeping, Springfield, Mass.
 Farm and Home, Springfield, Mass.
 Republic, St. Louis, Mo.
 News, St. Paul, Minn.
 Dispatch, St. Paul, Minn.
 Pioneer Press, St. Paul, Minn.
 Post-Standard, Syracuse, N. Y.
 Herald, Syracuse, N. Y.
 American Poultry Advocate, Syracuse, N. Y.
 National Tribune, Washington, D. C.
 Pathfinder, Washington, D. C.
 Colored American, Washington, D. C.
 Evening Star, Washington, D. C.
 Postal Record, Washington, D. C.
 National Watchman, Washington, D. C.
 Home Magazine, Washington, D. C.
 Postmaster's Advocate, Washington, D. C.

The Association of American Advertisers earnestly recommends to members that a preference be shown to these publications.

= Additional = Special Editions of Printers Ink

- 1. To Foreign Consuls and Legations**
PRESS-DAY, APRIL 2
- 2. To Young Men's Christian Associations**
PRESS-DAY, APRIL 9
- 3. To all Daily Newspapers in the United States and Canada**
PRESS-DAY, APRIL 23
- 4. To all Newspapers printing 1,000 Copies or more**
PRESS-DAY, APRIL 30
- 5. To all Members of the Association of American Advertisers**
PRESS-DAY, MAY 7
- 6. To all Members of American Newspaper Publishers' Association**
PRESS-DAY, MAY 14
- 7. To all Members of the Proprietary Association of America**
PRESS-DAY, MAY 21

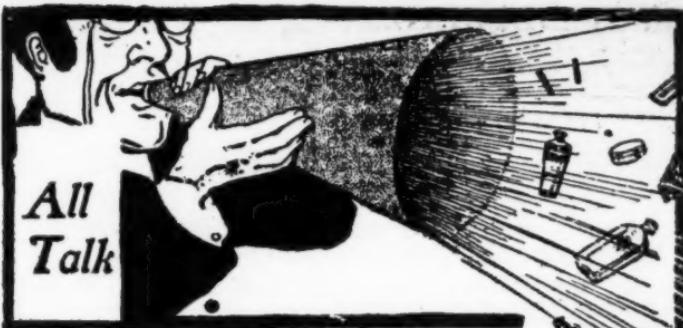
THE primary purpose of these Sample Copy Editions is to induce new subscribers and additional advertising patronage for PRINTERS' INK, the little Schoolmaster in the Art of Advertising. The special issues of PRINTERS' INK can be used by the high-grade and first-class advertising medium, for each issue reaches a desirable class of probable patrons.

The latest day for each issue is as stated. Every attention will be given advertisements in the matter of typesetting. The advertiser who sends order and copy by return mail will be sure of attention.

Five per cent discount for cash in full payment with order.

The advertiser who must have a special position for his announcement is reminded that PRINTERS' INK is a small paper and special positions are scarce. Twenty-five per cent additional will be charged for special position if granted.

Address orders to
PPRINTERS' IINK
 10 Spruce St., New York



No cures to report, no long record of testing, nothing to give you confidence—but talk, all talk. That's the truth about nearly all cough medicines.

But there's a record of 60 years of cures back of Ayer's Cherry Pectoral. And physicians endorse it, prescribe it for colds, bronchitis, and coughs of all kinds. Probably your own doctor does. Ask him. He knows all about it—has the formula.

"I know from personal experience that Ayer's Cherry Pectoral is the best medicine in the world for quickly breaking up a heavy cold that has settled on the lungs."—D. C. SNEDEKER, Pine Hill, N. Y.

25c., 50c., \$1.00.

J. C. AYER CO., Lowell, Mass.

THE AYER ADS ARE ALWAYS GOOD.

NO BARGAIN SALES.

The following pithy points on advertising, culled from a recent article in a Baltimore paper, were given by W. A. Lewis, advertising manager for 11 years of the great Posner Brothers' business, in Baltimore, Md., which recently passed into new hands. Mr. Lewis said that the firm spend from \$30,000 to \$40,000 a year on advertising, almost exclusively in the newspapers. No schemes were used, not even street car cards. As Mr. Lewis in another part of his interview reveals the fact that the house spent not less than three per cent of its gross receipts in advertising, it will not need a mathematical expert to discover that his figures would place the annual turnover for eleven years at from \$1,000,000 to \$1,350,000. Speaking of the firm's idea of advertising Mr. Lewis said:

"A total absence of exaggeration in advertising is necessary for the best results."

As convincing proof that such a policy begets a profitable confidence on the part of the public, he said that during a sale of several weeks \$150,000 worth

of goods were sold, without a price being mentioned, simply because the Baltimore public knew that the firm's advertising was reliable.

What Mr. Lewis says of bargain days and bargain fests is interesting also. Has every city in the country a faithful band of "regulars" like Baltimore's five hundred?

"We never had a bargain day, as some of the stores had; we had more than one reason for that. In the first place, there are 400 or 500 professional bargain hunters in the city, who always crowd in on such occasions. They buy little or nothing, but take up the space, and make regular customers feel that they are neglected."

WEEKLY newspapers in America increased in number from 3,912 in 1869 to 7,590 in 1880; 12,603 in 1890 and to 14,827 in 1901.—Charles N. Kent.

THERE are some men who believe advertising doesn't pay, when in fact they have never really advertised—only bought space and filled it.—White's Sayings.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$36 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

MAINE.

FOR Rockland, Maine, the DAILY STAR. Only daily in Knox County. Lowest rates, quickest results. The home people read the local daily.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

CLASS PAPERS.**ADVERTISING.**

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates: classified 25 cents a line each time, display 50 cents a line; 1/4 page \$25, 1/2 page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

PRINTERS' INK, a journal for advertisers. The representative paper of its class. Subscription 10 SPRUCE ST., NEW YORK. \$5 a year in advance

BRITISH ADVERTISERS' AGENTS

Gordon & Gotch

Estimates and every information supplied.

86, Bride St., London, Eng. Founded 1853.

THE MANILA FREEDOM

LARGEST CIRCULATION
BEST ADVERTISING IN
THE ORIENT. . . .

MANILA, P. I.**Profitable Advertising**

is justly proud of the classes who use its columns and enthusiastically praise its aims and attainments. Such praise is a powerful spur and constant incitement to improvement in its every department. For \$2.00 it will brighten your office for a year, and a single "flash" of that brightness will beam on you for five 2-cent stamps. **PROFITABLE ADVERTISING**, 140 Boylston St., Boston.

EVERYONE WHO
KNOWS ANYTHING
ABOUT BUFFALO
KNOWS THAT
THE EXPRESS
IS ITS
LEADING PAPER.

LOCAL NEWSPAPER PUBLISHERS
can easily increase their advertising. Send for our free advertising plate proposition. P. O. Box 576, Meriden, Conn.

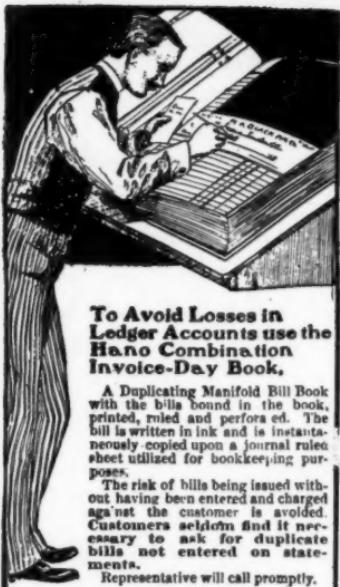
The Suburban Press

Bellefontaine, Ohio

MAKERS OF

**CATALOGUES,
BOOKLETS,
FOLDERS,
CIRCULARS.**

Always equipped with the finest presses, the latest and most attractive type faces, borders and ornaments, the best workmen—the whole outfit which is indispensable to the production of the most striking effects in modern mercantile printing. Transportation charges prepaid to any part of the U. S. or Canada. Our prices will interest you.



**To Avoid Losses in
Ledger Accounts use the
Hano Combination
Invoice-Day Book.**

A Duplicating Manifold Bill Book with the bills bound in the book, printed, ruled and perforated. The bill is written in ink and is instantaneously copied upon a journal ruled sheet utilized for bookkeeping purposes.

The risk of bills being issued without having been entered and charged again by the customer is avoided. Customers seldom find it necessary to ask for duplicate bills not entered on statements.

Representative will call promptly.

PHILIP HANO & CO.
One & Three Union Square, New York.

R.I.PANS

A man noticed the small amount of food I was taking at breakfast and my evident dislike for eating. He said, "You need Ripans Tabules." That proved the best prescription I ever received. I bought two five-cent packages, and they benefited me so much that I continued to take them. My dyspepsia has disappeared—and where before I could get only a few hours' sleep in the warm weather, Ripans Tabules also make my sleep refreshing so that I feel like going to work after resting.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.

The Evening Journal

JERSEY CITY, N. J.

Truth wears best, and THE EVENING JOURNAL has always honestly stated the facts and finds that its course has commanded confidence and business.

AVERAGE DAILY CIRCULATION:

| 1897 | 1898 | 1899 |
|------------------|---------------|---------------|
| 14,743 | 14,890 | |
| 14,486 | 15,106 | 15,891 |
| Last 3 mos. 1901 | January, 1902 | |
| 16,411 | 16,637 | |

**A "HOME" AND NOT A
"STREET" CIRCULATION.**

NOTHING LEFT-HANDED

**Right Ads
Right Papers
Right Times
Right Prices**

EFFECTIVE PUBLICITY

Pettingill & Co.

BOSTON : NEW YORK :
22 SCHOOL ST. 120 BROADWAY



Four Prominent Pittsburg Dailies

recently combined. I purchased their superfluous printing machinery and am offering it at unusually attractive prices. The pressroom and stereotyping equipment quite complete and in good order.

Scott press with Potter folder, prints, pastes and counts four or eight pages, eight columns, 24 inches long, can be shortened. Prints from roll 52 inches wide, speed up to 9,000 per hour.

Stereotype furnace, mould, forms for mould, steam table and press, stereotype planer and saw, Scott's shaving and trimming machine.

Two boilers, engine, small elevator, in fact, a complete plant.

Also a divers lot of composing room furniture.

Carlin Machinery and Supply Company



Lacock and Sandusky Sts.



ALLEGHENY CITY, PA.

The New Voice.

A JOURNAL OF GOOD CITIZENSHIP.

Chicago:

**The New Voice
Reaches Over**

50,000

**Thrifty Families
Every Week.**

It is a business-getter. It invites inspection of postoffice receipts.

Its rate is less than 2-5 of a cent a line per thousand of guaranteed circulation. If you are looking for results, ask your agency about

THE NEW VOICE

or address

W. F. MULVIHILL, Mgr.

A well-written, neatly displayed advertisement or booklet is a finger-post on the thoroughfare of business, ever pointing the way-farer to your place of business.

We will write your advertisement, booklet or circular, will have it illustrated if necessary, will set the type and print it. Some of the best advertisers in the land leave such matters entirely to us. Or we will do any part of the work here mentioned. Write and tell us about what you have in mind. Address

**Send for a sample
of our Large
Postal Card for
advertising purposes**

**PRINTERS' INK
PRESS 10 Spruce St.
NEW YORK**

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The average poultry advertiser is doing all he can to prevent his advertising from returning a profit. Of course, he doesn't think so, but he is. He doesn't take enough care in its preparation, he scatters too much in placing it and he fails to properly follow up inquiries.

Instead of using good spaces in the two or three acknowledged best mediums—papers of large circulation and wide influence—he cuts down his expenditure in these in order to take space in a lot of insignificant sheets which have nothing to recommend them but a seemingly low, really high, price, and an astonishing willingness to print as news any sort of puffery which the advertiser chooses to write about himself or his business.

Advertising in such mediums costs less per line because it is worth less. But, as a rule, it costs a great deal more per line for each thousand readers reached, and

that's the real point—how much for how many.

In the poultry press it is possible to get both quality and quantity of circulation at a price which will return a good profit if good copy is used, with "a proper" system for following up the inquiries it brings.

First of all, in your follow-up system, should be a booklet or circular that you need not be ashamed to send to anybody. Don't think, if you happen to be on the Utility side of the fence, that "anything will do." It won't.

Write that booklet just as you would talk to a possible customer of average intelligence, and make it cover your entire business, going into such details as can be treated in print, in order to save time in your letter-writing. Make it of a size to go into your regular envelope, and inclose a copy with a brief personal letter to each new inquirer. Then fill in a card ruled and printed something like this, and wait a little:

| | | | | | | |
|-------------------------------|---------------------|-------------------------|------|----------------------|------|--------|
| Mr..... | of..... | | | | | |
| Inquires about | | | | | | |
| Under date of..... | Answered..... | | | | | |
| Quoted..... | | | | | | |
| FURTHER COMMUNICATIONS | | AD MATTER MAILED | | ORDERS FILLED | | |
| Received | Sent | What | When | Date | Kind | Amount |
| | | | | | | |
| <i>Remarks.....</i> | | | | | | |
| | | | | | | |

Such cards can be printed at small cost, and any further memoranda may be written on the backs, thus giving a complete history of each inquiry and its "follow up" in a most compact and convenient form. When the inquiry develops into an order, the card should be transferred to the order file,

which, in time, will form a valuable mailing list.

If your first letter and booklet fail to bring a satisfactory response, send, within a week or two, another brief, courteous letter (inquiring whether some further information is wanted), an attractive mailing card, or some

other agreeable reminder that you have not forgotten the inquiry and want the order.

Don't stop following up until you get an order or feel sure you never will. Even then don't destroy the card; it's worth trying at long intervals after that.

While the ads reproduced below may not touch upon the particular breed of poultry you are interested in, they are, without exception, ads which to my certain knowledge have brought profitable results, and if you cannot adapt them to your needs, you can probably find in them some suggestions that you can use to advantage.

In a future issue I shall have something further to say about booklets for poultrymen.

And this Mailing Card was well Calculated to Inspire Confidence and Hurry Along Deferred Orders.

Dear Sir:

Some time ago, at your request, I mailed you a copy of my booklet, "About My White Leghorns," but have not yet received an order from you in response to the special \$2 offer that booklet contains.

If you have doubts as to the quality of the stock I send out under this special offer, I would like to have you read this letter of Mr. ——, written without solicitation:

Mr. ——.

Dear Sir—The birds arrived in first class condition, and I am perfectly satisfied with them. They are beauties. They are better than I thought they would be. In a word, I never have seen better ones, and I have seen a good many. Please accept thanks from Yours truly,

Mr. —— is a stranger to me—I never even heard of him until I received his request for my booklet—but I would be glad to have you write to him, asking about the stock I sent him, which is no better than I fill all \$2 orders with.

If after reading his letter (the one printed above or the one you get from him in response to your inquiry) you still have doubts, my offer of "Your money back if you want it," ought to dispel them.

Not more than five birds to a customer at the special \$2 price; preferably one, two or three.

These Two Ads, One Insertion Each, Sold Forty Pullets During the Month in which they Appeared, after which no Record was Kept. Cost, \$8.40.

Early Laying Pullets at \$1 Each

I have 50 big, healthy Golden Wyandotte pullets, most of which will begin to lay in November. They're not worth a dollar a dozen for anything but eggs and meat, because they don't come up to the standard, but they are worth \$2 each for eggs alone. I am going to sell them at \$1 each, in lots of five or more, with the distinct understanding that they are sold as layers only, and under no circumstances as breeders. "Money back if you want it," of course.

\$5 Will Buy Five Early Laying Pullets

From my famous "Beauty Strain" of Golden Wyandottes, simply because they do not come up to the standard, are worthless as show birds, and are not such birds as I am willing to sell as breeders. They are worth \$2 each, if they're worth a cent, for eggs alone. Most of them will begin laying in November. I will sell 50 of them, in lots of 5 or more, at \$1 each, and give you the same old "money back" string to your money, that you always have when you buy of ——.

Borman's Booklet

for "Profit and Pleasure," is ready. It tells about Golden Wyandottes in general and about Borman's Beauty Strain of Winning Golden Wyandottes in particular. It tells where and how to get the winning kind, at really reasonable prices. It's the most novel booklet ever issued by any poultryman, and is "business" from cover to cover. It's free to interested persons. You'd better write for your copy right now.

PRINTED ON THE FARM

PRINTED ON THE FARM

If it is your desire to reach the **farmer** you must advertise in a paper that is read by the **farmer**, and one that enjoys his confidence. **No one** will question the relations which must exist between the subscriber and a paper that is **edited and printed on the farm** as is the

AGRICULTURAL EPITOMIST

"THE ONLY AGRICULTURAL PAPER
EDITED AND PRINTED ON THE FARM"

The EPITOMIST not only gives the results of experiments made under natural conditions of cultivation and fertilization, but it also tells how work is conducted for actual profit in the various departments of its 650-acre farm known as the



Experiments at this Station are now and will continue to be made under the direction of experts, constituting an able corps of practical and scientific farmers of unquestionable reputation, whose efforts in the past have resulted in

BETTER FARMING, BREEDING AND FEEDING
Advertisers wishing to reach the prosperous, progressive, up-to-date and buying class of farmers, can do so through the columns of the AGRICULTURAL EPITOMIST. A contract will be accepted for the term of one year at our present rate of \$1.00 per agate line per insertion, with the privilege of discontinuing at any time without extra charge. Circulation guaranteed to exceed 200,000 copies each issue.

E. CHUBB FULLER

President and General Manager

EPISTOMIST PUBLISHING COMPANY
Epitomist Experiment Station, SPENCER, IND.

PRINTED ON THE FARM

PRINTED ON THE FARM

PRINTED ON THE FARM

PRINTED ON THE FARM

FOR A WEAK, debilitated, run-down
business use the advertising columns

OF

The Cincinnati
Daily Times-Star

Restores lost vitality.

The best business tonic.

A trial convinces.



Average Daily Circulation

146,000

The leading Doctors of Advertising
prescribe it.

For particulars, estimates, etc., address

**E. A. BERDAN,
Direct Representative,**

**86 Potter Building,
NEW YORK**

NO PAPER IS CAUSING MORE FAVORABLE
COMMENT AT THE PRESENT TIME THAN

THE NEW YORK
**MAGAZINE OF
MYSTERIES.**

IT IS A BRIGHT, UP-TO-DATE PUBLICATION DE-
VOTED TO THE NEW THOUGHT IN THE MENTAL
AND SPIRITUAL, COVERING A FIELD NOT
TOUCHED BY ANY OTHER PAPER.

It is full of clean, bright and helpful reading matter. Its

Phenomenal Success

is due to the fact that the people of this age are seekers after truth. They buy THE MAGAZINE OF MYSTERIES because they are interested in its reading matter. It is to them help, guidance and comfort, mentally and spiritually.

It is optimistic and sees the good in the world rather than the bad. It appeals to the highest in man.

The new thought, in all its different phases, is covered in its columns. It is a good field for advertisers, as its readers are susceptible to new ideas. We know they answer ads—they answered ours.

It is in its twelfth month and March was the first issue for which advertising was accepted.

Nothing but the cleanest and highest class of advertising solicited. No medical, tobacco or liquor advertisements accepted.

**NO ISSUE WILL BE LESS THAN FIFTY THOUSAND.
IT IS NOT A SAMPLE COPY PAPER.**

ADDRESS FOR RATES AND INFORMATION

The Magazine of Mysteries,

22 North William St., NEW YORK CITY.

ALL

advertisers who desire to
cover the Chicago field
must

USE

the paper that is read in the
homes of the people,

**The
Chronicle**

It covers Illinois, Wisconsin,
Iowa, Northern Indiana
and Southern Michigan.

THE MILWAUKEE SENTINEL**THE SUNDAY SENTINEL****THE FARMERS' SENTINEL**

75c. a Year EVERY THURSDAY. 12 Pages

... FOR THE ...**Farm and Home****4** Pages AGRICULTURAL Information.

“Better Than the Best.”

4 Pages devoted to HOME and FAMILY.

“Bigger Than the Biggest.”

4 Pages GENERAL NEWS and EDITORIAL.

“Later Than the Latest.”

**TWO
CENTS
A COPY****FIVE
CENTS
A COPY****SOME OF ITS CONTENTS.**

Around the Farm. **Orchard and Garden.** **Farm Dairy.**
Farm Poultry. **Bees and Honey.** **Live Stock.**

Page of Special Market Reports.

Farm Experiment Station Reports.

Wisconsin Farmers' Institute Reports.

Veterinary Advice, W. E. A. Wyman.

Boys and Girls.**Women on the Farm.****Serial and Short Stories. Special Articles and Illustrations.**

FOR RATES APPLY TO

SENTINEL COMPANY, Milwaukee, Wis.

WILLIAMS & LAWRENCE, { Tribune Building, New York.
U. S. Express Bldg., Chicago.

THE JEWISH MORNING JOURNAL

The Only Jewish Morning Paper

Office, 228 Madison St., New York

Telephone, 698 FRANKLIN.

THE JEWISH MORNING JOURNAL gives all the news of the day and special features of great interest to the Jewish people.

THE JEWISH MORNING JOURNAL is the only Jewish paper distributed by regular news companies in all parts of Greater New York and vicinity.

THE JEWISH MORNING JOURNAL, owing to its wide circulation, is the best medium for reaching the great masses of the Jewish people. An advertisement in The Jewish Morning Journal gives the surest and quickest results.

THE JEWISH MORNING JOURNAL is the only Jewish paper through which "Help" can be secured immediately. It is the only Yiddish paper which serves its readers as an employment bureau.

"Offended Dignity."

OFFICE OF
THE MORNING SENTINEL.

AMSTERDAM, N. Y., March 6, 1902.

PRINTERS INK JONSON, NEW YORK, N. Y.

DEAR SIR: Send by freight a 200-pound package of your 4c. news ink that we may see what can be done with it.

G. H. LOADWICK.

NEW YORK, March 7, 1902.
PUBS. MORNING SENTINEL, AMSTERDAM, N. Y.

DEAR SIRS: Yours of the 6th containing order is at hand, but you failed to inclose your check. I charge five cents a pound for news ink in two hundred pound kegs, four and one-half cents a pound in two hundred and fifty pound kegs, and four cents a pound in five hundred pound barrels. My terms are strictly cash with the order and as it is not a question of credit or rating with me, I make no exceptions to the rule. I have no printed specimens of my inks, as I agree to match every shade and grade of ink manufactured. When my goods are not found as represented I cheerfully refund the money and pay all transportation charges.

Have sent you a copy of my price list by mail.

Thanking you and awaiting yours, I am,

Respectfully,

PRINTERS INK JONSON.

OFFICE OF
THE MORNING SENTINEL.

AMSTERDAM, N. Y., March 8, 1902.

PRINTERS INK JONSON, NEW YORK, N. Y.

SIR: Note what you say in yours of 7th. I withdraw my order and will continue with my old friends, Wade & Co.

When I reach that point in the conduct of my business that it becomes absolutely necessary to pay for a thing before I get it I will put up the shutters and stop. This is not likely, however, to occur very soon.

Respectfully yours,

G. H. LOADWICK.

NEW YORK, March 10, 1902.
PUBS. MORNING SENTINEL, AMSTERDAM, N. Y.

DEAR SIRS: Yours of the 8th is at hand and contents noted.

I am very sorry that my method of doing business does not please you, but my record of having received over eighty thousand orders, each accompanied by the cash, from eight thousand different concerns, located in all parts of the world, is sufficient guarantee that I am *responsible* and my goods are all I claim.

Thanking you and hoping to be favored at some future date, I am,

Respectfully,

PRINTERS INK JONSON.

It is dollars to doughnuts that Mr. Loadwick pays double my prices, but of course his dignity is not offended by his old friends Wade & Co. asking him for the money in less than four or six months' time.

SEND FOR MY PRICE LIST OF JOB INKS.

ADDRESS

PRINTERS INK JONSON,
17 SPRUCE STREET, NEW YORK.



Drawing attention to

THE PHILADELPHIA INQUIRER'S

February Business

The month of February was a short one, but The Inquirer nevertheless kept up its marvelous growth in advertising patronage with

A Gain of 334 Columns Over the Corresponding Month Last Year.

Following is a statement showing the total number of columns of advertising in each of the Philadelphia morning newspapers during the month with the corresponding figures for last year. These are all computed at the uniform measure of fourteen lines to the inch and three hundred lines to the column.

| | 1902 | 1901 |
|-----------------|-------------------|-------------------|
| INQUIRER | 1919 Cols. | 1585 Cols. |
| Record . . . | 1534 Cols. | 1345 Cols. |
| Press . . . | 1115 Cols. | 1179 Cols. |
| North American | 1172 Cols. | 864 Cols. |
| Ledger . . . | 897 Cols. | 986 Cols. |
| Times . . . | 698 Cols. | 766 Cols. |

In like manner the circulation has increased, the total sales for the month being 4,812,969 copies, while during the month of February last year they were 4,718,582 copies—a gain of nearly one hundred thousand.

The average number of papers sold daily during February, 1902, was 174,182.

The average number of papers sold Sunday during February, 1902, was 158,146.

Advertisements in The Inquirer are read by the people.

Its steady growth in both circulation and advertising proves this.

THE PHILADELPHIA INQUIRER
1109 Market St., Phila., Pa.

NEW YORK OFFICE
Tribune Building

CHICAGO OFFICE
Stock Exchange Building